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21ST year

Like soda goes with scotch

That's how *fast, profitable results* go with W-I-T-H in Baltimore! And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.*

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE **W-I-T-H**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

NATIONAL does a complete job . . .

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . WMBG WCOD WTVR

Up-up-up go sales of National Bohemian and National Premium Beers in the rich Virginia markets of which Richmond is the center. And small wonder. National brews to a strict policy of "Not how much—but how well." It knows its business well. And it knows how to sell Virginians via Havens & Martin radio and TV stations of Richmond.

WTVR (TV) and WMBG (AM) are sound buys for any advertiser. Why? Their adherence to high broadcast standards, their long-time reputation for service, their pioneering progress have won the affection of Virginians. Today WTVR, now in its fourth year, is still the only TV station in Richmond. And WMBG means NBC for its millions. Here's a duo that's a sound investment for a sound (and sight) advertiser.

FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR TV

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond.

Pioneer NBC outlets for Virginia's first market.

WTVR Nationally Represented by Blair TV, Inc.

WMBG Nationally Represented by The Bolling Co.

NOT ONLY THROUGHOUT
THE PACIFIC WEST
but people in
EVERY STATE AND HALF AROUND THE WORLD
LISTEN TO AND ACKNOWLEDGE

KFI

Earle C. Anthony, Inc.

50,000 watt — Clear Channel
640 kc

A Southern California
institution for over
30
years

NBC for LOS ANGELES

Represented by Edward Petry Co., Inc.

blished every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

the human side of the news

One of the survivors of the recent tragic collision between the Destroyer "Hobson" and the Aircraft Carrier "Wasp" was Fireman 2nd Class Joseph F. Arnold, of Lebanon, Pennsylvania. Nineteen-year-old Arnold was a witness at the Naval Inquiry investigating the collision.

In line with its policy of presenting the human side of the news, WGAL-TV arranged for young Arnold to appear before its cameras. Thousands of people in the area heard Arnold's graphic, first-hand account of the collision.

It's a habit of long-standing, at WGAL-TV, to present informative human-interest news programs such as the one featuring Fireman 2nd Class Arnold. Bringing its viewers the human side of the news is just one of the many ways in which WGAL-TV fulfills its public-service obligations.

WGAL-TV
LANCASTER
PENNSYLVANIA
A Steinman Station
Clair R. McCollough, Pres.

Represented by
ROBERT MEEKER ASSOCIATES
New York Chicago San Francisco Los Angeles

at deadline

CLOSED CIRCUIT

HOUGH TOP PLANNERS under NBC's wly re-integrated radio-TV command [B•T, ne 23] say they're still "in the casing and anning process" and have mapped no defite moves, speculation persists that studies e in works to determine possibility of deing new discount structure which, without volving "tie-in" sales, would give special redit to advertisers who use combination of dio and TV in certain volume. It's said to under study as part of NBC's new emphasis radio-TV as complementary media, following appointment of Sylvester L. (Pat) Weaver as vice president in charge of both radio d television, and Frank White as vice presint and general manager of both.

PCOMING is sale of WJMO Cleveland inpendent, 1 kw daytimer on 1540 kc. to ichard Eaton, operator of five stations in East OOK Washington; WANT Richmond; ARK Hagerstown; WSID Baltimore; WINX ockville). Price understood to be $100,000 hich includes current assets of perhaps $50,-00. Seller is W. J. Marshall, who established ation in 1947. It's presumed station, upon CC approval of transfer, will cater largely Negro population.

DWARD G. SMITH, who resigned recently manager of radio at ABC's central division, d was formerly General Mills radio-TV direcr, will join WTCN Minneapolis as general anager. F. Van Konynenburg, vice president d general manager of Mid-Continent Broadsting, licensee of WTCN AM-FM-TV, exected to supervise TV activity after FCC pproval of stock transfer in which CBS acires TV station. WTCN, under proposed w ownership, has applied for TV channel B•T, June 9, May 26, April 21].

NNOUNCEMENT shortly will be made of ection of W. C. Swartley, station manager of estinghouse Radio Station's WBZ-AM-FM-V Boston, and Ralph Harmon, WRS chief enneer in Washington, to Board of Directors Westinghouse Radio Stations Inc.

QUISITION by John (Mystery Man) Fox *Boston Post*, generated new reports last eek of his possible entry into Boston radio. hile emphatic denial came from CBS, specation arose that Mr. Fox's next acquisition ight be CBS-owned WEEI Boston, followed application for TV. Forty-five year old ancier is reportedly worth $25 million and olds substantial interest in Western Union.

XSIDE GOP headquarters there appears to smug reaction to claim Democrats have jump buying choice radio-TV time for post-convenon network campaigning, with indication epublicans have bought plenty but aren't pping hand to opposition.

ORD FOUNDATION about ready to reveal tails of 90-minute Sunday afternoon proram to start on CBS-TV right after election. eries will reportedly attempt to reflect diverse ets of contemporary life, using both live

(Continued on page 6)

McDANIEL RESIGNS AS RTMA PRESIDENT

GLEN McDANIEL resigned Friday as president of Radio-Television Mfrs. Assn. "solely because of personal considerations which require that I return to New York" [CLOSED CIRCUIT, Jan. 28]. Resignation, effective Oct. 1, drew expression of regret from RTMA board in Chicago (see RTMA story page 34) along with praise for his achievements since taking office April 1, 1951.

A. D. Plamondon Jr., new RTMA board chairman, named committee of past presidents to recommend successor to board. Members of committee are Robert C. Sprague, retiring chairman of board, chairman; Paul V. Galvin, and Leslie F. Muter.

Mr. McDaniel lauded by board for long list of major achievements on behalf of industry and skill in presenting as well as solving problems. Staff has been expanded since he assumed office and organization has grown. He piloted trade practice proposals through Federal Trade Commission conferences. In letter of resignation he thanked entire association and staff for cooperation.

BURNETT GETS ALL KELLOGG BUSINESS

LEO BURNETT Co., Chicago agency, takes on remainder of Kellogg Co., Battle Creek, business, adding seven products to current list of five Oct. 1. New products represent annual billings of $4 million, which switched from Kenyon & Eckhardt, New York [B•T, June 23]. New products are: All Bran, Pep, Bran Flakes, Raisin Bran, Shredded Wheat, Gro-Pup, feed division, added to products already serviced by Burnett: Corn Flakes, Rice Crispies, Sugar Corn Pops, Corn Soya and Gold Medal Macaroni and Spaghetti. In addition, Burnett will handle Kellogg Co. Ltd. of Canada. James E. Weber, vice president, is account supervisor, working with three product men. Burnett agency acquired initial Kellogg business in fall of 1949. Client looking at syndicated film, *Superman*, which would be spotted nationally for children's audience in fall.

YOUNG QUITS WORKSHOP

JAMES WEBB YOUNG has resigned as consultant on mass communications to Ford Foundation, effective Aug. 1. In announcing his resignation, Henry Ford II, Foundation's acting president, said, "We are pleased . . . that the Television-Radio Workshop, which was established by the Foundation at Mr. Young's suggestion and with his guidance, will continue along the lines envisioned by Mr. Young under Robert Saudek, director of the Workshop." Mr. Young said: "Now that the Workshop is established and is proceeding with plans that Mr. Saudek and I worked out together, I feel that it is time for me to turn my attention to a number of personal affairs that I have been neglecting during the last year. I have enjoyed working with the Foundation's officers and hope to be of additional service to them on some future occasion."

BUSINESS BRIEFLY

TEXACO SPOTS ● Texas Co. (gasoline and motor oil), through its agency, Erwin, Wasey & Co., N. Y., considering spot radio campaign in northeast section of country.

TEA ADDS MARKETS ● Tetley Tea Co., Greenwich, through W. Earl Bothwell, N. Y., adding small number of markets, effective immediately, for six weeks.

SEEK 100 MARKETS ● Garret Wine Co., N. Y., through David J. Mahoney, that city, starting to line up radio-TV spot campaign to start Oct. 6, in 100 markets for ten weeks.

PREEN PARTICIPATION ● A. S. Harrison Co., South Norwalk, Conn. (Preen Floor Polish), looking for participation radio—segments and spots—to start after Labor Day on New England coast, through Calkins & Holden, Carlock, McClinton & Smith, N. Y.

STRIKE CANCELS SCHEDULE ● Radio spot schedule destined to start July 21 in five sales districts for Lincoln-Mercury has been temporarily cancelled because of steel strike.

MC FARLAND COMPROMISE EXPECTED SATURDAY

COMPROMISE between Senate and House versions of McFarland bill (S 658) expected to be reached Saturday by Senate-House conference committee. Led by Sen. Ernest W. McFarland (D-Ariz.) and Rep. J. Percey Priest (D-Tenn.), committee met Friday, discussed several non-controversial sections of bill and was scheduled to meet next day at 10 a.m. to iron out remaining differences.

General consensus among Capitol Hill watchers is that final bill will include these provisions, of those significantly in conflict: (1) FCC will have power to issue cease and desist orders in addition to revoking licenses. However, fine provision of House bill may be retained for non-broadcast services. (2) Newspaper anti-discrimination provision will either be rewritten to make it apply to any lawful business or occupation or it will be deleted entirely on ground White House has objected to it, might veto measure because of it. (3) Horan amendment will be accepted, but section forbidding charge of premium rates for political candidates will be rewritten to take into account broadcast practices. (4) Double jeopardy clause in Senate version will be retained. (5) Forced purchase of equipment of licensee who fails to get renewal will be dropped.

DE ROCHEMONT MOVES

RICHARD DE ROCHEMONT, former executive producers of *March of Time*, has joined Transfilm Inc., New York, as producer and consultant on new business matters, moving his business film accounts to Transfilm in deal said to involve more than half-million dollars worth of commercial film production. Mr. De Rochemont plans to release two topical TV programs this fall.

for more AT DEADLINE turn page

at deadline

MOORE NAMED PRESIDENT OF VIRGINIA ASSOCIATION

JAMES H. MOORE, WSLS Roanoke, elected president of Virginia Assn. of Broadcasters at business session held Friday noon, winding up two-day meeting at Old Point Comfort, Va. (see VAB stories pages 30, 51). Robert H. Smith, WCYB Bristol, elected vice president and Frank E. Koehler, WROV Roanoke, secretary-treasurer.

Resolutions supported NARTB get-out-the-vote campaign and FCC plan to relax operator rules. Bernard Koteen, Washington radio attorney, cited cases supporting NARTB effort to have operator rules eased. NARTB President Harold E. Fellows spoke at Thursday night session.

Indication some UHF TV stations will be granted soon after July 1 given by FCC Comr. Rosel H. Hyde in question session after his talk. He declined to get into discussion of directional TV antennas. C. T. Lucy, WRVA Richmond, discussed legislative activities as chairman of committee handling that work. Others taking part in floor debates were John W. Shultz, WMVA Martinsville; Charles P. Blackley, WTON Staunton, retiring VAB president; Richard F. Lewis Jr., WINC Winchester; Philip P. Allen, WLVA Lynchburg, and Robert M. Lambe, WTAR Norfolk.

Elected to VAB board were Fred L. Hart, WLPM Suffolk; John L. Cole Jr., WHLF South Boston; Charles R. Maillet, WFLO Farmville; Earl M. Key, WKEY Covington; E. S. Whitlock, WRNL Richmond.

COURT ORDERS KFDM CASE REOPENED

REOPENING of 560 kc case concerning KFDM Beaumont, Tex., and KWTO Springfield, Mo., was ordered by U. S. Court of Appeals in decision Thursday (No. 10888). Court remanded case to FCC to (1) hear testimony on possible directional antenna design proffered by KFDM and (2) compare amount of interference between what was estimated and what actually has occurred.

In 1947, FCC granted KFDM authority to boost power from 1 kw to 5 kw. Short time before grant, KWTO applied for power increase from 5 kw local sunset and 1 kw night to 5 kw full time, thus throwing interference into KFDM's expanded service area. Commission then revised KFDM grant to condition it on acceptance of any interference that might ensue if KWTO application granted. If KFDM rejected condition, FCC said it would set both applications for comparative hearings. KFDM accepted condition. In 1948, FCC held hearing on KWTO application, granted power boost. KFDM appealed to Court of Appeals.

In other parts of decision, Court denied KFDM complaints that (1) it was denied comparative hearing and (2) that FCC violated 10% rule in granting KWTO increased power. Court held that when KFDM accepted condition on its grant, it waived rights to comparative hearing. Court also said that 10% rule is part of Engineering Standards, and FCC must have flexibility in deviating therefrom in public interest.

AVCO REPORT

NET INCOME of Avco Mfg. Co. for six months ended May 31 totaled $3,542,928 against $5,547,211 in same period of 1951. Earnings in first half of 1952 were 38 cents per common share on 8,887,959 shares compared with 61 cents on 8,731,058 shares for similar period last year. Dividend of 56¼ cents on corporation's $2.25 cumulative convertible preferred stock, payable Aug. 1, 1952, declared Friday.

In this Issue—

A summary of television station applications filed since the freeze was lifted shows the average applicant expects to spend $367,000 to build his station and $292,000 to run it the first year. Average anticipated revenue for first year is $314,000. *Page 23.*

General Telecasting System is formed by General Teleradio Inc. (subsidiary of General Tire & Rubber Co. and principal stockholder in MBS) to produce and distribute television programs. *Page 23.*

This is the week that may settle the immediate future of network-affiliate relationships in radio. CBS Radio affiliates meet with top network executives July 2 to straighten out differing opinions over network rates. *Page 24.*

Monday isn't blue any more for Pomeroy's department store in Pottsville, Pa., since it started using Sunday radio advertising. A special B•T report. *Page 26.*

Despite summer heat, advertisers and agencies are beginning to plan fall schedules on radio and television. *Page 27.*

The President throws his support behind educational television, tells FCC members he hopes private foundations will ante up the enormous sums needed to build non-commercial facilities for educational broadcasters. Meanwhile, Emerson Radio & Phonograph Corp. puts up $100,000 for educational stations. *Page 51.*

Detailed plans for radio and television coverage—the most ambitious in history—of the Republican National Convention next week. *Page 25.*

Harold Fellows, NARTB president, warns against the dangers of "organized efforts at censorship" as he testifies before the House subcommittee investigating morals of radio-TV. *Page 29.*

The 1953 NARTB convention is set for Los Angeles starting either April 28 or 29. *Page 31.*

National Production Authority relaxes its ban against color television production, but concedes that it won't mean anything like mass production of color will be possible. *Page 53.*

FCC's proposed relaxation of transmitter operator rules draws violently opposed reactions. Station operators, on the one side, say engineer shortage requires easier rules. Engineers and unions say there is no shortage but that stations want to hire cheap help. *Page 28.*

Upcoming

June 30-July 2: National Industrial Advertisers Assn., Palmer House, Chicago.
July 1-2: CBS Radio affiliates meeting, Ambassador Hotel, New York.

(Other Upcomings page 73)

Closed Circuit

(Continued from page 5)

and film presentation in flexible format similar to that of leading picture magazines. Understood that series will be available for participating sponsorship.

WHEN FCC appears before House subcommittee on Gathings investigation, it will be called upon to analyze complaints received from public on radio-TV programming. These, as of now, show roughly that main complaints have been against liquor advertising (Hawaii and Alaska), running better than 3-1 over all others. Poor runners-up are low necklines on TV and blatant commercials.

UNDERCURRENT of opposition evident in FCC legal ranks over plan of General Counsel Benedict P. Cottone to hire outsider to fill vacancy of Assistant General Counsel in charge of litigation. J. Roger Wollenberg, of Anti-Trust Div., Dept. of Justice, is mentioned. Staff supports merit promotions from within, particularly on ground that litigation will require trained top personnel. Suggestion strongly favored is promotion of Assistant Broadcast Bureau Chief Joseph M. Kittner to AGC for administration, with AGC Richard A. Sollomon promoted to litigation, and Paul Dobin, who ably directed final TV allocations project, succeeding Mr. Kittner in Broadcast Bureau. All salaries involved are at $10,800.

DON'T kiss off request of Sen. Joseph McCarthy (R-Wis.) for list of State Dept. contacts with radio-TV newsmen. It's likely to come up in election campaigning as basis of charge State Dept. is using private industry for propaganda.

USE of closed circuit TV for civil defense alerting believed to have stirred keen interest inside White House after theatre TV demonstration for policemen last Thursday.

AMERICAN Civil Liberties Union is preparing brief to support its petition asking that hearing be held by FCC on alleged use of blacklist by radio-TV networks and stations. Commission several weeks ago turned down ACLU pleading asking that network stations be placed on temporary license pending hearing [B•T, June 16], but left unresolved request for hearing on subject.

YOU CAN put this down as fact: Even if Democrats remain in White House, former U. S. Sen. James Mead will submit his resignation as FTC chairman early next year.

WMAL EXECUTIVE CHANGES

WITH resignation of Ben Baylor as assistant general manager and sales manager of WMAL-AM-FM-TV Washington, Charles L. Kelly, program director of stations, becomes assistant general manager. Kenneth H. Berkeley, general manager of Evening Star Broadcasting Co., also announced appointment of Mahlon Glascock as director of radio and television sales. Mr. Glascock, now with Kal, Ehrlich & Merrick advertising agency, formerly director of radio sales for WRC Washington, NBC-owned capital outlet. Appointments effective July 1.

CONVENTIONS TO WICHITA

KANS Wichita Friday completed arrangements to bring conventions to Wichita by microwave relay connection with WKY-TV Oklahoma City. Station will set up 65 to 70 sets in Wichita Forum Bldg. Telecast will be presented free as public service.

for more AT DEADLINE see page 86

YOU Get The BIG Audience On KRNT

DES MOINES RADIO

Latest Hoopers show it again . . . KRNT, CBS Radio in Des Moines, delivers the BIG audience—Morning, Afternoon, and Evening. You're right when you buy that very highly Hooperated, sales results premeditated, CBS affiliated station in Des Moines. Katz represents KRNT, The Register and Tribune station.

To the radio advertiser who inquired about an under-the-counter deal

One of our boys recently put aside his rustic clothes and haystrewn speech for a look at the World. "Madison Avenue is a shambles," he reported. "All advertisers are equal only some are more equal than others. Rate cards gyrate. Counters for dealing under are everywhere. One fellow even made me a Proposition!"

We calmed him down with a month's vacation and decided to make a Statement, to wit:

1. Our rate card No. 18 became effective June 1, 1951.
2. If rate increases become necessary a new rate card will be issued (with a year of grace between announcement and effective date).
3. If rate decreases go into effect a new rate card will be issued; everyone will know about it and benefit from the reduction.

We're old fashioned about rate cards. Ours mean what they say. Everyone is treated the same as anyone. This saves time-buyers embarrassment; they know where they stand; they don't have to be worried about bargaining.

We submit that WMT's published rates offer a fertile source of advertising value: 338,480 families who listen each week to WMT's exclusive regional and CBS programming. The Katz Agency, our national representative, says amen.

5000 WATTS, 600 KC

REPRESENTED NATIONALLY

BY THE KATZ AGENCY

WMT CEDAR RAPIDS

BASIC CBS RADIO NETWORK

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* EDWIN H. JAMES, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* Dave Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor.* **STAFF:** Harold Hopkins, John H. Kearney, Patricia Kielty, John Osbon, Keith Trantow. **EDITORIAL ASSISTANTS:** Pat Nickens, Don Mortimer, Jean S. Henry, Hilda Toler; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Sales Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Ernest Ostro, Joan Sheehan; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston, *Assistant Auditor.*

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Doris J. Buschling, Ruth D. Ebert, Ernest Kanelopoulos, Elwood M. Slee, Edward McDonald.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *Plaza 5-8355;* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Dorothy Munster, William Ruchti, Liz Thackston. **Bruce Robertson,** *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

Annual subscription for 52 weekly issues $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

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is it true what they say about television?

Yes, it is [redacted] that television has had a lusty, chaotic infancy.

It's equally [redacted] that television today has matured into a major medium sold and bought on a comparative and competitive basis.

It's also [redacted] that buyers of television time need and want facts about television markets to do an intelligent buying job.

It's [redacted] too, that the TELECASTING section of the 1952 BROADCASTING-TELECASTING Marketbook will contain the basic data on *all* 63 television markets.

This data will be broken down into easy-to-read, easy-to-refer-to information.

Timebuyers need facts in a hurry. They will find the [redacted] quickly and easily in the Marketbook.

The 1952 Marketbook has the [redacted] on how much spot or network television will cost on any combination of stations throughout the country.

The 1952 Marketbook has the [redacted] on what rating services are available in each of the television markets.

The 1952 Marketbook has the [redacted] on the population of each of the TV markets.

The 1952 Marketbook will contain a television map of the United States. This will enable timebuyers to chart coverage areas.

Because the 1952 Marketbook has these and many other [redacted], it is [redacted] that the Marketbook is the strategic buy for television stations.

It is [redacted] too, that regular rates apply.

The publication date of the Marketbook is August 18th. The deadline is July 20th. Send in your reservation today.

TWO TOP
CBS RADIO STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

JOHN BLAIR & CO.

agency

HERBERT A. CARLSON resigns as vice president of Henri, Hurst & McDonald, Chicago, July 1 to enter public relations business on West Coast.

DR. LAWRENCE DECKINGER, research director, Biow Co., N. Y., appointed vice president in charge of research.

Dr. Deckinger

HELEN M. WHIGHAM, assistant account executive, H. M. Conner & Assoc., Hollywood (now discontinued), to Vick Knight Inc., that city, as media director.

JOAN M. KOOB, J. B. Lippincott Co., Phila., and WILLIAM STEINER form new agency, STEINER & KOOB, N. Y.

RALPH WEINSTOCK, account executive, Ted H. Ball Co., Hollywood, to Consolidated Adv. Directors, L. A., as head of sales-merchandising department.

MARY ANDREW AYRES, account executive with Sullivan, Stauffer, Colwell & Bayles, N. Y., elected a vice president. Her husband is CHARLES T. AYRES, vice president in charge of radio at ABC.

on all accounts

GERALD L. (JERRY) SEAMAN, radio-television director of Bert S. Gittins agency, Milwaukee, has the kind of a job about which perhaps people dream. In the line of duty this spring, he spent four weeks visiting 11 South and Central American countries. Last year he toured 15 nations in Europe and the Near East, and next year he will fly to New Zealand and Australia.

Mr. Seaman has averaged 100,000 flying miles yearly in the past 10 years, which probably makes him the country's fastest and farthest-moving advertising-radio-farm expert.

Traveling in what amounts to at least a six-day and often a seven-day week (which people *don't* envy), Mr. Seaman shepherds radio's oldest farm program and the only commercial show participated in by the U. S. Dept. of Agriculture, *The National Farm and Home Hour* on NBC from Chicago. A Saturday show and Chicago's first network feature, it is presented in cooperation with the USDA and has been sponsored for 52 weeks yearly since 1945 by the Allis-Chalmers Mfg. Co., Milwaukee. Bert S. Gittins is the agency.

Mr. Seaman's experience in journalism, agriculture and radio are combined ideally for the account. Born on a livestock farm in Iowa, he completed work on bachelor's and master's degrees at Iowa State College in agricultural journalism. As an undergraduate, he wrote freelance news for local and regional farm papers and national magazines, waited on tables in his Delta Chi fraternity house, and was a member of Alpha Zeta (agriculture), Sigma Delta Chi (journalism), and Cardinal Key (senior society).

Mr. SEAMAN

After 12 months as a graduate assistant when he divided his time between teaching duties and work on his master's thesis, he left the campus for the outside world. In 1942, he returned briefly to receive his M.S. after researching and writing a thesis on "The History of Early Iowa Farm Magazines," covering the years from "zero to 1900."

Mr. Seaman worked as field editor of *New Jersey Farm and Garden*, handling editorial as well as advertising, and as a salesman for the daily *Drovers Journal* in Chicago. Joining the North Dakota Agriculture College at Fargo in 1938, he handled duties as publicity

(Continued on page 71)

beat

ARTHUR H. YOUNG, assistant sales promotion manager, Interstate Department Stores, to merchandising staff, Young & Rubicam, N. Y., in charge of sales promotion and premiums.

MAXWELL M. HAMAN, operator of own direct mail agency, and **CHARLES S. HAYDEN**, to copy writing staff and art department, respectively, of N. W. Ayer & Son, N. Y. **BRANTLEY LIPPINCOTT**, Ward Wheelock Co., to Ayer's Philadelphia office as staff member of checking, audit and file bureau of media department.

WILLIAM C. RAUGHLEY, Al Paul Lefton Co., Phila., to J. M. Korn & Co., that city, as account executive.

CLAIRE COBHAM rejoins S. R. Leon Co., N. Y., in executive capacity.

JORDAN BEYER, salesman, General Electric Supply Corp., L. A., to Ross, Gardner & White Adv., that city, as account executive.

LUSK ROBINSON to White Adv., Oklahoma City, as account executive in charge of business development.

TOBY A. MILLER, manager director, Ted H. Ball & Co., Hollywood, to The Edwards Agency, L. A., as account executive and merchandising director.

FADELL Co., Minneapolis, changes name to **MIKE FADELL Adv.** **JOHN J. POLIAN** appointed account executive there. **DORIS ANDERSON** named media director. **JOAN MURPHY** added to radio-TV staff.

ALLAN A. DAVID has re-opened **DAVID Adv.**, 20 W. Jackson Blvd., Chicago. Telephone is Webster 9-3788.

A. E. ALDRIDGE, A. E. Aldridge Assoc., Phila., elected vice president of First Adv. Agency Group at Buffalo convention.

JACK WHITEHOUSE, office of public information, U. of Calif., L. A., to Martin R. Klitten Co., that city, as head of newly formed public relations department.

GETSCHAL & RICHARD Inc., N. Y., changes to **GETSCHAL Co.** Office remains at 49 E. 51st St.

BERGIE BOE, manager of radio-TV department, Roy Durstine agency, N. Y., to radio-TV staff, Needham, Louis & Brorby, N. Y. She is wife of **BOB WOOD**, midwest manager of Storer Broadcasting Co.

GILBERT W. WERNER, copy-contact man, H. B. LeQuatte Co., N. Y., and previously with August Adv., Miami, to copy staff of VanSant, Dugdale & Co., Baltimore.

NORMAN C. KAL, president and treasurer, Kal, Ehrlich & Merrick Adv., Washington, D. C., elected business representative on board of Assn. of Better Business Bureaus Inc.

THOMAS P. REILLY to media staff, Ted Bates & Co., N. Y., as space buyer.

RAY VIR DEN, former president of Lennen & Mitchell, N. Y., who was said earlier in B•T to be opening agency, reported last week that it was office which he would use as base of operations, but not an agency.

ARTHUR PARDOLL, business manager, radio-TV department of Sullivan, Stauffer, Colwell & Bayles Inc., N. Y., father of girl, Martha Jean, June 12.

EDWIN B. TYLER to Hermon W. Stevens Agency, Boston, as assistant to president.

Buffalo Retail Market Ranks 14th Among Cream Sales Areas

BUFFALO EVENING NEWS New York Bureau.

NEW YORK, May 27.—The Buffalo retail market today ranks 14th among "cream" metropolitan retail sales markets in the United States.

"The Buffalo metropolitan retail market is actually larger than that of the entire State of Maine," said Dr. Vergil D. Reed, former acting director of the census, in announcing the seventh edition of "Population and Its Distribution."

"Buffalo itself has a population of 580,132, ranking 15th among U.S. cities," said Dr. Reed, who is vice president and associate director of research of the J. Walter Thompson Company.

"But the Buffalo metropolitan retail market really includes the Counties of Erie and Niagara, giving it a total population of 1,089,230. This represents a market larger than Maine, Rhode Island or Arizona."

general stores, accounting for 12.37% of the national total.

The state buys: Drug and proprietary goods, 9.30% of the national total; furniture, furnishings and appliances, 12.30%; automotive, 7.65%; gasoline service stations, 6.82%; lumber, building and hardware, 5.97%.

169,000,000 by 1960

Here are some significant facts with respect to population, shown by the study:

1—The population of the country today is three times that of 1880 and twice that of 1900. Each month it continues to increase more than a Hartford, Conn., or Des Moines, Ia.

2—From 1940 to 1950 the population of the country gained 000,000, or 14.3%, the largest any decade in history.

3—It is estimated that the population will reach 169,000,000 1960, adding three Michigans nearly two Californias to the U

court.

faulty steering mec broken windshield, no muffler, testified Patrol

Big Buffalo's 'Cream' Market Larger Than Maine, Arizona or Rhode Island

These figures are stoppers: A total of $1,027,228,000 represents the annual buying of 306,142 Buffalo market households in 14,252 retail outlets. This rich market is completely covered by Buffalo's No. 1 station — WBEN. Petry will tell you all about this "cream" station and market.

WBEN

NBC BASIC • BUFFALO

AP NEWS means GOOD NEWS

GOOD NEWS for WJLK, Asbury Park, N. J.:

"We feature AP news every hour," says Station Manager Tighe. "It is the backbone of our local programming and time sales. Our listener ratings show that a local independent which does a good news job can outpull networks in the local market!"

Thomas B. Tighe, Station Manager
WJLK, Asbury Park, N. J.

GOOD NEWS for KARK, Little Rock, Ark.

Commercial Manager Haas reports:
"Our 39 weekly 15-minute AP newscasts are divided among 12 sponsors. All have been with us at least four years. That's proof that AP news with alert local and regional coverage is good business for sponsors and for KARK."

Julian F. Haas, Commercial Manager
KARK, Little Rock, Ark.

More and more of the country's finest stations are announcing with pride: *"THIS STATION IS A MEMBER OF*

for station and sponsor!

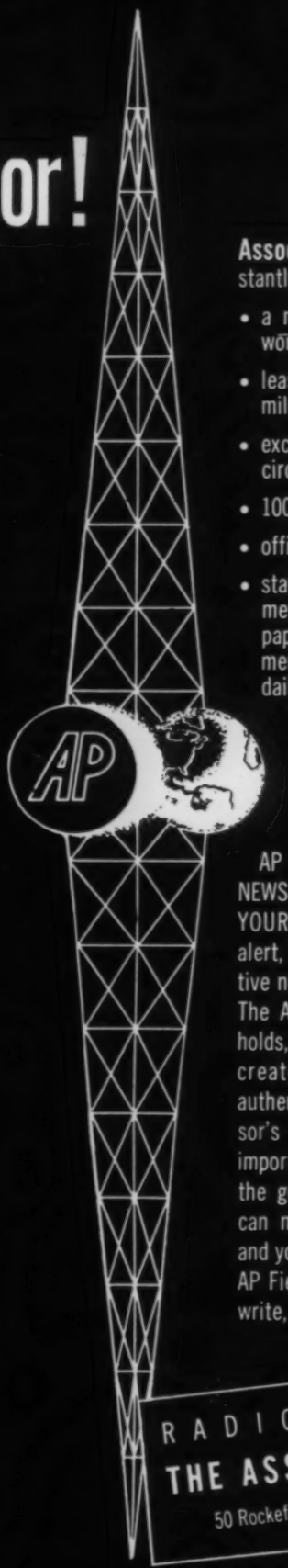
GOOD NEWS for the FISCHER BAKING COMPANY,
with seven 15-minute AP newscasts a week on WJLK:

"Our long sponsorship of AP newscasts on WJLK shows (1) their effectiveness, and (2) our satisfaction," declares George J. Fischer. "These newscasts accomplish two important jobs . . . a public service in keeping our audience informed . . . and an advertising job by promoting Fischer Baked Products to a larger-than-usual audience!"

GOOD NEWS for MEYER'S BAKERY, sponsor of
seven AP newscasts a week on KARK:

"We're in a highly competitve field," says Charles T. Meyer, President, "and we must maintain our leadership as marketers of quality baked goods. Our AP newscasts on KARK help us do this by providing a powerful selling medium plus the public service credit and prestige which go with sponsorship of AP news."

ER OF THE ASSOCIATED PRESS."



Associated Press . . . constantly on the job with

- a news report of 1,000,000 words every 24 hours.
- leased news wires of 350,000 miles in the U.S. alone.
- exclusive state-by-state news circuits.
- 100 news bureaus in the U.S.
- offices throughout the world.
- staff of 7,200 augmented by member stations and newspapers . . . more than 100,000 men and women contributing daily.

AP NEWS WILL MEAN GOOD NEWS FOR YOUR STATION AND YOUR SPONSORS, TOO! The alert, comprehensive, authoritative news coverage provided by The Associated Press attracts, holds, convinces audiences . . . creates an atmosphere of authenticity in which a sponsor's message takes on added importance. Find out today how the good news brought by AP can mean good news for you and your sponsors! Consult your AP Field Representative . . . or write, wire, or phone:

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N.Y.

Here's Archer!

GENE ARCHER

WRC's Gene Archer, to be exact. Gene's delightful mid-day program features the Cliff Quartette's individual music, popular records . . . plus Gene Archer's own brilliant baritone style.

Participation in this choice time period (12:-15-1:15 PM, Monday through Friday) promises business in Washington. An impressive list of current national spots amply supports Gene's selling story.

Audience loyalty of "Here's Archer" offers an immediate association with a "Name Performer" in the Nation's Capital.

A few choice availabilities remain, contact WRC directly or NBC Spot Sales.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC
NBC
5,000 Watts • 980 KC
Represented by NBC Spot Sales

feature of the week

MR. RUSSELL DARY, real estate and insurance firm owner, is putting his ability at the organ to good use on KMAN Manhattan, Kan.

Last March, Mr. Dary began a quarter-hour Sunday afternoon program on KMAN, featuring his own organ music. The program, *Melodies at Home*, is aired from Mr. Dary's residence.

In two months, Mr. Dary's firm had moved more than $150,000 worth of real estate alone. Considering that Manhattan is a community of only 19,000 inhabitants, this was quite a feat, Bill Friday, KMAN commercial manager points out.

The insurance portion of Mr. Dary's business has increased to the point where it now pays for the entire overhead expense.

Mr. Dary gives KMAN credit for helping to increase his business as much as 30% over a two-month period. Ten minutes after his first quarter hour, a hitherto unknown prospect phoned to compliment Mr. Dary on his music talent. This phone call eventually resulted in sale of a $30,000 piece of property, which had been mentioned in one of the commercials.

In addition to his advertising over the radio, Mr. Dary participates twice weekly in a public service type program promoting *Safety First*.

Mr. Dary, through KMAN, airs Melodies *from his living room.*

* * *

Mr. Dary is a member of the Washington Committee of the National Real Estate Board, a past-president of the Kansas Assn. of Real Estate Brokers and holds the Kansas Assn. of Real Estate Brokers "Outstanding Achievement Award" for 1951.

As a musician, and as a businessman, Mr. Dary knows that radio brings the most harmonious results from the broad keyboard of advertising.

strictly business

ARTHUR Clarendon Smith, president of Smith's Transfer & Storage Co., has added a new expression to Washington's vocabulary through radio advertising.

The expression, "Don't Make a Move Without Calling Smith," is used by Mr. Smith as a slogan. Children at play use it. Washington officialdom uses it. It has become a household term.

More than incidentally, Mr. Smith traces the phenomenal growth of his moving and storage business to radio use of that slogan, which is whispered by the announcer.

So much, in fact, does he think of that slogan that it has been registered as a trademark. He sold its use to a New York City firm, which also is doing quite well with it.

The whispered slogan actually is the brainchild of Mr. Smith's advertising representative, Courtland D. Ferguson, president of the agency, Courtland D. Ferguson Inc. Mr. Smith first used radio advertising in February 1943. Until that time he used newspaper space spasmodically, radio even less frequently.

In 1943, he decided to do more

(Continued on page 43)

Mr. SMITH

. . . his whispered slogan became a household expression

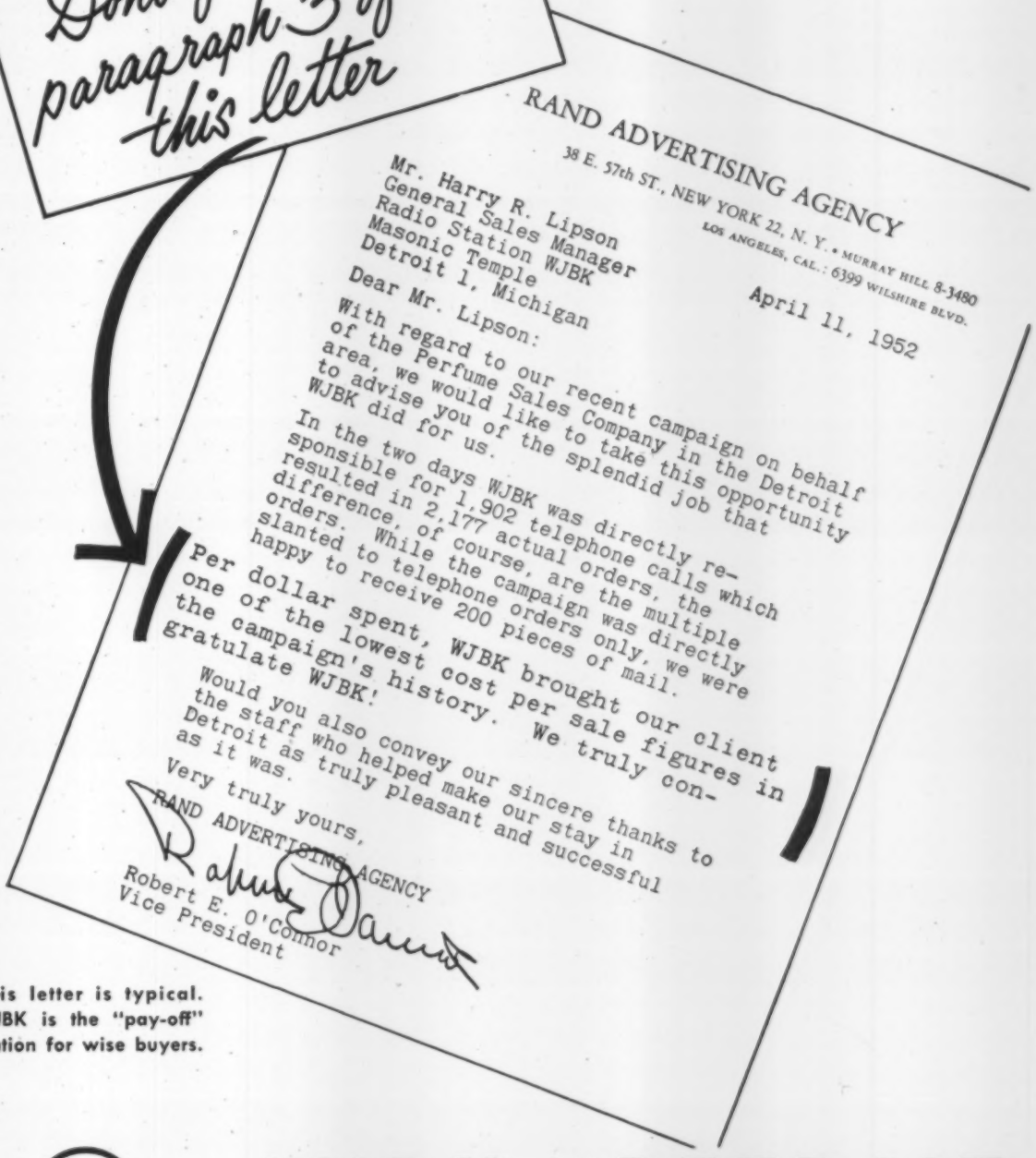
CLEVELAND
WSRS
"The Family Station"
CLEVELAND'S ONLY NEWS STATION ON THE AIR 24 Hours daily 'round the clock

WSRS
WILL BE AT THE REPUBLICAN AND DEMOCRATIC CONVENTIONS. FULL TIME COVERAGE DIRECT FROM CHICAGO OVER OUR OWN EXCLUSIVE FACILITIES

WSRS
LOCAL NEWS EVERY SIXTY MINUTES ON THE HALF HOUR 'ROUND THE CLOCK
On the air 24 hours daily

"The Family Station"
WSRS
CLEVELAND
NAT'L REP. FORJOE & CO.

MR. SPONSOR:
Don't fail to read paragraph 3 of this letter



RAND ADVERTISING AGENCY
38 E. 57th ST., NEW YORK 22, N. Y. • MURRAY HILL 8-3480
LOS ANGELES, CAL.: 6399 WILSHIRE BLVD.

April 11, 1952

Mr. Harry R. Lipson
General Sales Manager
Radio Station WJBK
Masonic Temple
Detroit 1, Michigan

Dear Mr. Lipson:

With regard to our recent campaign on behalf of the Perfume Sales Company in the Detroit area, we would like to take this opportunity to advise you of the splendid job that WJBK did for us.

In the two days WJBK was directly responsible for 1,902 telephone calls which resulted in 2,177 actual orders, the difference, of course, are the multiple orders. While the campaign was directly slanted to telephone orders only, we were happy to receive 200 pieces of mail.

Per dollar spent, WJBK brought our client one of the lowest cost per sale figures in the campaign's history. We truly congratulate WJBK!

Would you also convey our sincere thanks to the staff who helped make our stay in Detroit as truly pleasant and successful as it was.

Very truly yours,
RAND ADVERTISING AGENCY
Robert E. O'Connor
Vice President

This letter is typical. WJBK is the "pay-off" station for wise buyers.

A STORER STATION

WJBK — AM — FM — TV DETROIT

Tops in Music—News—Sports

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.

open mike

Network Story

EDITOR:

Thought your story on network sales ["The Radio Networks' Crisis and Cures," June 16 issue] was an excellent job of reporting and writing.

It was one of the most realistic appraisals of the situation I have seen or heard.

Carl George
V. P. & Gen. Mgr.
WGAR Cleveland

* * *

EDITOR:

Just a note to tell you how much I enjoyed your story on the radio network crisis. . . . It was beautifully prepared, concise and most enlightening. . . .

Robert H. Salk
The Katz Agency Inc.
New York

* * *

Fudd's Friends

EDITOR:

PLEASE SEND 100 COPIES EUSTACE T. FUDD AND CONGRATULATIONS ON FINE PROMOTION PIECE.

MICHAEL R. HANNA
GENERAL MANAGER
WHCU ITHACA, N. Y.

* * *

EDITOR:

SEND IMMEDIATELY 50 COPIES "RADIO IS NO DAMN GOOD." BILL US. WILL PAY ANYTHING.

A. J. BAUER
GENERAL MANAGER
WINK
FORT MYERS, FLA.

* * *

[EDITOR'S NOTE: Because of readers' demands, a new printing of the B•T brochure containing radio success stories has been made. The brochure is available at the following rates: Single copy, 35¢; 25 copies, $7.50; 50 copies, $15; 75 copies, $20; 100 copies, $25. Plus postage.]

* * *

Bonus

EDITOR:

Thank you for . . . that extremely flattering piece you ran about me in BROADCASTING May 12 . . . Those who I think of as my friends still want to know what I had to do to win such a bonus.

Carroll Carroll
Vice President
Ward Wheelock Co.
Hollywood

* * *

Technical Tizzy

EDITOR:

Notice in the June 9 issue of BROADCASTIG • TELECASTING that the NARTB and Mr. [Richard P.] Doherty [NARTB director of employer-employe relations] have succeeded in getting an FCC hearing on their proposal to drastically reduce operator requirements.

Even allowing for Mr. Doherty's inimitable use of doublethink and scrambled semantics, the proposals make very little sense from any rational standpoint.

As for a shortage of licensed operators, FCC figures show that the number of first phone tickets more than doubled between 1946 and 1950. . . . Concerning the same operator requirements for a quarter kilowatt AM station and a television station, the truth of that matter is that the former are not too high, but the latter far too low. UHF and color TV will further increase technical requirements. . . .

Lewis C. Sherlock
Denver

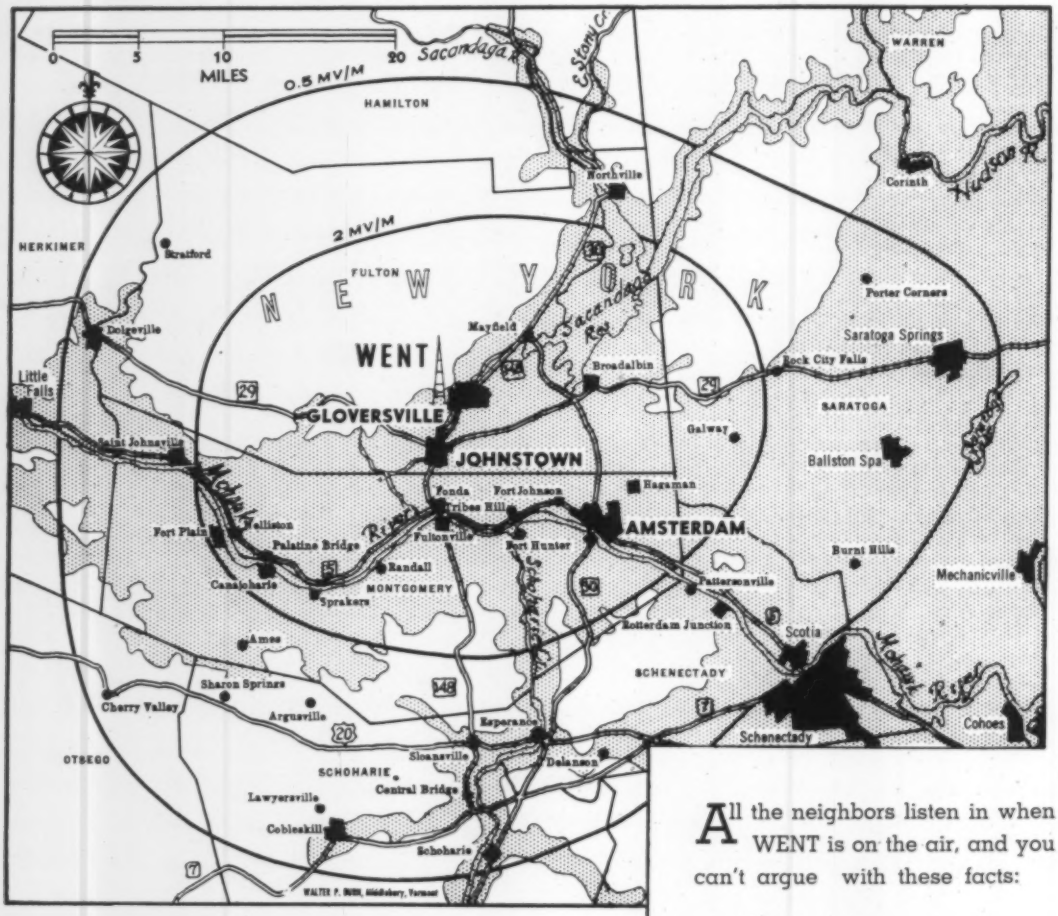
* * *

Score an Assist

EDITOR:

It was with great interest that we read the article in the June 23 issue surveying a typical cross section of the leading advertising agencies and their ideas on the handling of spot schedules which are disrupted by the broadcasting of the political conventions this July. Having an advance look into the situation will be of real assistance to us in planning our own procedure.

H. William Koster
General Manager
WPJB Providence, R.I.



RADIO STATION **WENT** 250 W 1340 KC

C. B. S. Affiliate

GLOVERSVILLE-JOHNSTOWN, N. Y.

WENT serves a prosperous dairy-farming and resort region, studded with manufacturing centers that include Gloversville, Johnstown and Amsterdam. The shaded area includes the lower Mohawk and upper Hudson Valleys below 1000-foot contour, permitting clear groundwave reception of outstanding CBS programs, augmented by carefully planned schedules of local news and talent.

SACANDAGA BROADCASTING CO.
Gloversville, N. Y.

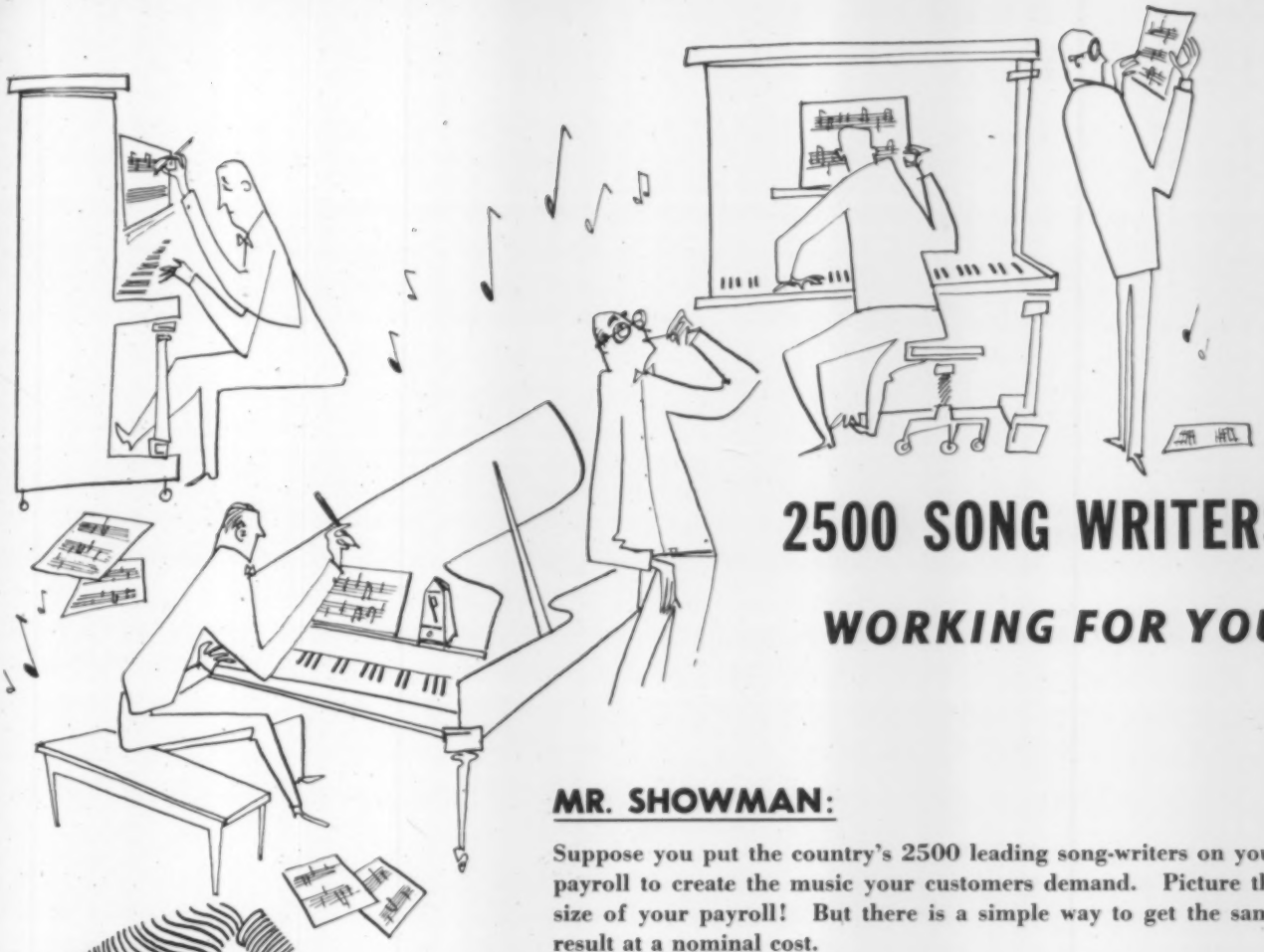
All the neighbors listen in when WENT is on the air, and you can't argue with these facts:

WENT is the only CBS Affiliate between Utica and Troy serving this vast population.

WENT has the top 20 rated programs . . . a combination of top CBS shows and local favorites.

George Bissell — President
J. Charles — Resident General Manager

GILL-KEEFE-PERNA, INC.
National Representatives



2500 SONG WRITERS

WORKING FOR YOU

MR. SHOWMAN:

Suppose you put the country's 2500 leading song-writers on your payroll to create the music your customers demand. Picture the size of your payroll! But there is a simple way to get the same result at a nominal cost.

The way, of course, is through an ASCAP license, which gives you ready access to the best-loved American music . . . an unparalleled catalog containing tens of thousands of compositions of the more than 2500 leading American song-writers . . . the favorites of the past half-century.

In brief, you get the MUSIC that has made the field of entertainment one of America's great Industries. MUSIC is the lifeblood of radio and television, night clubs and taverns, restaurants and hotels . . . wherever Americans while away their hours of relaxation.

The creative talent that makes MUSIC good business for you is available at low cost. Look at it this way . . . *the total royalties paid to writers and copyright owners last year through ASCAP by all commercial users of music are only a fraction of a cent of each dollar spent on entertainment by the American public.*

An ASCAP license is the biggest bargain in entertainment!

This is the second of a series of advertisements telling the story of ASCAP

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE, NEW YORK 22, NEW YORK

YOU'LL BE INTERESTED

IN RADIO'S VERY LOW

Cost per thousand

ON WESTERN NEW YORK'S

NUMBER ONE STATION

WHAM has available up-to-date cost-per-thousand figures for its many popular *Participation Programs*. You'll find them of special interest in the selling problems of seeking the largest possible market at low, low cost. Your nearest HOLLINGBERY representative will gladly show you the facts.

WHAM

The Stromberg-Carlson Station

Rochester 3, N. Y.

Basic NBC—50,000 watts—clear channel—1180 kc

GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE

new business

Spot • • •

MALTEX Co., Burlington, Vt., looking for radio spot availabilities for late-fall start in hot cereal New England markets. Agency: Samuel Croot Co., N. Y.

SHULTON TOILETRIES, N. Y., lining up possibilities for spot radio campaign to start early fall in top 50 markets. Agency: Wesley Assoc., N. Y.

NESTLE'S CHOCOLATE Co., N. Y. (Semi-Sweet and cookie mix), planning radio-TV spot campaign in 25 markets starting early October. Agency: Cecil & Presbrey, N. Y.

TEA COUNCIL, N. Y., beginning in fall will use TV spots in 20 cities for 20 weeks to promote consumption of hot tea. Agency: Leo Burnett Co., Chicago.

Network • • •

GENERAL MILLS Co., renews *Betty Crocker Magazine of the Air*, on ABC for 52 weeks, Mon. through Fri., 8:40-8:45 a.m., 2:30-2:35 p.m. and 4:25-4:30 p.m. EDT, effective Sept. 1. Agency: Dancer-Fitzgerald-Sample, N. Y.

SERUTAN Co., Newark, moves *Battle of the Ages* from DuMont to CBS-TV starting Sept. 6, Sat., 10:30-11 p.m. EDT. Agency: Franklin Bruck Adv., N. Y.

TONI Co., Chicago, will sponsor five-minute program on ABC radio twice a day, Tues. and Thurs. called *It Happens Every Day*, 2:30-35 p.m. and 10:30-35 p.m., effective July 1. Agency: Tatham-Laird Inc., Chicago.

AMERICAN TOBACCO Co., N. Y. (Lucky Strike cigarettes), to sponsor *Your Lucky Clue* with Basil Rathbone as m.c., effective July 13, as summer replacement for *This Is Show Business*, Sun., 7:30-8 p.m. on CBS-TV. Agency: BBDO, N. Y.

GENERAL FOODS, N. Y. (Instant Sanka coffee and Swans Down cake mixes), will sponsor *Footlight Theatre* effective July 4, CBS-TV, 9:30-10 p.m. for 13 weeks when firm will pick up *Our Miss Brooks* in same time slot. Agency: Young & Rubicam, N. Y.

Agency Appointments • • •

RUM & MAPLE TOBACCO Corp., N. Y. (cigarettes and smoking tobacco), appoints Rand Adv., that city, to handle radio and television advertising.

DAYSTORM FURNITURE Corp., Olean, N. Y. (tubular and plastic furniture), reappoints N. W. Ayer & Son, N. Y.

SCUDDER FOOD PRODUCTS Inc., Monterey Park, Calif. (mayonnaise, potato chips, peanut butter), names BBDO, L. A. Radio-TV is being used.

HOUDRY PROCESS Corp., Phila., appoints John Falkner Arndt & Co., that city.

HUDSON DEALERS OF SOUTHERN CALIF., L. A., appoints Erwin, Wasey & Co., that city. TV is being used.

COMPRESSED PRODUCTS Corp., Phila., appoints Lee Ramsdell & Co., that city, for new product, Delicate. GERALD F. SELINGER is account executive.

Adpeople • • •

HARRY W. CHESLEY Jr., vice president in charge of national sales, Pepsi-Cola Co., N. Y., to Philip Morris & Co., that city, as vice president to coordinate and supervise company's advertising, selling and merchandising activities.

ROLLA E. McDONALD, vice-president and creative director, Hoffman & York, Milwaukee, to Payne Furnace Div. and Day & Night Div. of Affiliated Gas Equipment Inc., Monrovia, Calif., as advertising manager. He succeeds JOSEPH J. MURLO, who has joined Free Sewing Machine Co., Beverly Hills, in similar capacity, replacing ERVING BERG, named sales promotion manager.

ROBERT P. CLARKE Jr. promoted to assistant director of advertising, Mutual Life Insurance Co., New York.

Is it time for another Declaration of Independence?

The men who wrote the first one struggled to put new ideas into simple words. Humbly, they tried to set down clearly certain rights of man that could be called God-given, and hard-to-say things of a spiritual nature – truth, equality, freedom.

And the words came alive, and the ideas shone clear. The idea that each man is more important than his government; his independence more precious than his security; his spiritual strength more lasting than his armies.

Upon these, a nation grew great.

There are always people who fear such ideas – even today, even in America. These people feel that man cannot be trusted with his destiny. They are working to make government the master – instead of the servant – of the people.

Their distrust of the individual has spread frighteningly in the past few years.

It can be stopped by ideas – the same ideas spelled out in the Declaration of Independence.

It's time for all of us, privately and in public, to declare once again our independence – to speak up for freedom, and against anything that threatens it.

• • • • •

The trend toward more and more government controls is a threat to every business, every family, every individual. That's why this message is published by America's business-managed, tax-paying ELECTRIC LIGHT AND POWER COMPANIES*.

**Names on request from this magazine*

COMPARATIVE NETWORK SHOWSHEET

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Co-op George Sokolsky	Tex Beneke Show	Bobby Benson	Texas Rangers Joel McCrea *MM
6:15	Monday Headlines $	"	"	"
6:30	Here Comes the Band $	Syncopation Piece	Nick Carter	First Nighter $
6:45	"	"	(6:55-7) State Farm Ins. C. Brown	"
7:00	Musical Etchings $	December Bride	Affairs of Peter Salem	Promenade Concerts $
7:15	"	"	"	"
7:30	Time Capsule $	Doris Day Show (192)	Howard Cable & His Concert Band	"
7:45	"	"	"	"
8:00	Stop the Music $	Frank Fontaine	Great Day Show	RCA, Meredith Willson, Music Room (180)
8:15	"	"	"	"
8:30	Stop the Music *PP	Philip Morris Playh. on Bwy. (193)	Enchanted Hour	Best Plays
8:45	Lorillard Stop the Music (197)	"	"	"
9:00	Carter Prods. Drew Pearson (175)	Wrigley Meet Millie (186)	Opera Concert	"
9:15	Masquerade $	"	"	"
9:30	"	Pearson Pharm. Inner Sanctum (192)	TBA	Hats in the Ring $
9:45	The Three Suns $	"	"	"
10:00	Burton Dixie Corp., Paul Harvey (118)	(10-10:05) Bob Trout	This Is Free Europe	Meet the Press
10:15	Gloria Parker Show $	Convention Broadcasts	"	"
10:30	William Tusher Show $	"	Little Symphonies	American Forum of the Air
10:45	Vacationland U.S.A. $	"	"	"
11:00	News $	News	News	News from NBC
11:15 PM	Thoughts In Passing $	Thinking Out Loud (11:15-25)	The Political Picture	Clifton Utley

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (25)	Repeat of Kid Strips	News Bob Warren $
6:15	"	You and the World $	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	Lowell Thomas	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	Westinghouse Todays Convnts. * (193)	Co-op Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
7:15	Co-op Elmer Davis	"	Dinner Date $	No Network Service
7:30	General Mills Lone Ranger (153)	Alistair Cooke Convention Story *	Gabriel Heatter	Miles Labs News of World (166)
7:45	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op (7:45-7:55) Mutual Newsreel	Miles Labs 1 Man's Family (166) H R
8:00	General Motors Henry Taylor (158)	Horatio Hornblower	Jazz Nocturne	AA of RR's Railroad Hour (181)
8:15	World Wide Flashes $	"	"	"
8:30	This Is Music $	Lever-Lipton Godfrey Talent Scouts (167) R	(Co-op) Crime Does Not Pay	Firestone Voice of Firestone (145)
8:45	"	"	"	"
9:00	Paul Whiteman Teen Club $	Wrigley Romance (186)	Crime Fighters	Bell Telephone Telephone Hour (185) R
9:15	"	"	"	"
9:30	"	Steve Allen Show	Co-op War Front—Home Front	Cities Service Band of America (111) N
9:45	"	"	"	"
10:00	Gulf Oil John Daly News (310)	R. J. Reynolds Walk a Mile (178)	A. F. of L. Frank Edwards (135)	America's Music (10-10:30)
10:15	Dream Harbor $	"	Co-op I Love A Mystery	Life (104) Montgomery (10:30-10:35)
10:30	Time For Defense $	R. Trout (10:30-35) Ford (120)	Dance Orchestra	Dangerous Assignment (MM)
10:45	"	Dance Orchestra	"	(10:35-11) "
11:00	Band	News	Co-op Baukhage Talking	News from NBC
11:15 PM	Sports Report $	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (25)	Repeat of Kid Strips	News Bob Warren $
6:15	"	You and the World $	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	Lowell Thomas	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	Westinghouse Todays Convnts. * (193)	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
7:15	Co-op Elmer Davis	"	Co-op Hazel Markel	No Network Service
7:30	General Mills Silver Eagle (137)	Alistair Cooke Convention Story *	Credit Union Nat'l Assn. Heatter	Miles Labs. News of World (166)
7:45	"	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op Mutual Newsreel (7:45-7:55)	Miles Labs 1 Man's Family (166) H R
8:00	Mayor of Times Square $	American Chicle Peeps Are Funny (176)	Jimmy Carroll Show	The Scarlet Pimpernel $
8:15	"	"	"	"
8:30	Escape With Me $	C-P-P Shampoo & Shave Cream Mr. & Mrs. North (185) R	(Co-op) Story of Doctor Kildare	Barrie Craig Confidential Investigator
8:45	"	"	"	"
9:00	Co-op Town Meeting	Wrigley The Lineup (185)	Official Detective	Meet Your Match $
9:15	"	"	"	"
9:30	"	Steve Allen Show	Mysterious Traveler	Truth or Consequences Fibber McGee & Molly (184)
9:45	Chr. S. Publ. Co. Chr. S. Monitor Views News (20)	"	"	"
10:00	Gulf Oil John Daly News (310)	Strawhat Concert	A. F. of L. Frank Edwards (23)	Philip Morris What's My Line (137)
10:15	Dream Harbor $	"	Co-op I Love A Mystery	"
10:30	Hotel Edison Orchestra $	R. Trout (10-10:05) Ford (120)	Bands for Bonds	Life (104) Montgomery 10:30-10:35
10:45	"	Dance Orchestra	"	(10:35-11) " TBA
11:00	Band	News	Co-op Baukhage Talking	News from NBC
11:15 PM	Sports Report $	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross OperaAlbum $	Keyboard Concerts	Elder Michaux Happiness Hour	Co-op World News Lockwood Doty
9:15	"	News $	"	We Hold These Truths
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Rel. Church Back to God	Carnival of Books
9:45	"	"	"	Hudson Coal D&H Miners Spl. (14)
10:00	Message of Israel $	Church of Air $	Radio Bible Class (311)	National Radio Pulpit $
10:15	"	"	"	"
10:30	Negro College Choirs $	"	Voice of Prophecy (327)	Dr. Peale Art of Living $
10:45	"	"	"	News Highlights $
11:00	Fine Arts Quartet $	Salt Lake City Tabernacle	Wm. Hillman	Faultless Starch Time (59) Spl.
11:15	"	"	American Protam Corp. Health Quiz	Morning Serenade $
11:30	The Christian In Action $	Invitation to Learning* $	Northwestern U. Review $	U.N. Is My Beat $
11:45	"	"	"	TBA
12:00 N	News $	People's Platform	U. S. Military Academy Band	Viewpoint USA
12:15 PM	Branch Time $	"	"	Chan's Fiesta
12:30	Co-op Piano Playhouse	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light $
12:45	"	Bill Costello News	Dawn Bible Frank & Ernest	"
1:00	Churches of Christ Herald of Truth (198)	Your Invitation To Music	Vandeventer & The News $	Critic at Large
1:15	"	"	American Protam Corp. Health Quiz	Mike 95

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Foods Breakfast Club (266)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15	Swift & Co. Breakfast Club (290) R	No Service	(Co-op) Tell Your Neighbor	"
9:30	"	"	Mac McGuire Show	P&G Young Dr. Malone (189)
9:45	Philco Corp Breakfast Club (289)	Co-op In Town Today	"	P&G Brighter Day (189)
10:00	Sterling Drug My True Story (212)	Frigidaire Sonatone Godfrey (193) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (150)
10:15	"	Toni Realemon Arthur Godfrey (186) R	Paula Stone Program *	"
10:30	General Mills Whispering Streets (224)	Lever Bros. Arthur Godfrey (179) R	Co-op Take a Number	Campbell Double or Nothing (147)
10:45	Philip Morris Against the Storm (255)	Pillsbury Arthur Godfrey (192) R	"	"
11:00	Lone Journey $	National Biscuit Arthur Godfrey (193) R	Ladies Fair 11-11:25	C-P-P Strike It Rich (178)
11:15	Top of the World $	Liggett & Myers Arthur Godfrey (199) R	"	"
11:30	Bristol-Myers (MWF) (290)	Contnl. Baking Grand Slam (32)	Queen For a Day 11:30-45 Tu & Th	C-P-P Bob & Ray (168)
11:45	Toni Co. Break the Bank (TuTh) (257)	P&G Ivory Soap Rosemary (141)	11:45-12 MWF Lorillard	Armour Dial Dave Garroway (183)
12:00 N	Prudential The Jack Berch Show (256)	General Foods Woody Warren (155)	Miles Labs Curt Massey Time	No Network Service
12:15 PM	ABC Late News $	Lever Bros. Aunt Jenny (144)	Johnson & Son News (12:15-12:25)	The Kate Smith Show (MM)
12:30	General Mills Title TBA (174)	Whitehall Helen Trent (178)	Headline News	"
12:45	Not in Service	Whitehall Our Gal Sunday (168)	Faith In Our Time	No Network Service
1:00	Co-op Paul Harvey	P&G Ivory Big Sister (150)	Co-op Cedric Foster	"
1:15	Co-op Ted Malone	P&G Oxydol Ma Perkins (158)	Bob Poole Show	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	Texas Slim Howdy-Doody (83)
9:15	"	No Service	"	L, P & H "
9:30	"	"	"	Anybody Home
9:45	"	Garden Gate	"	"
10:00	"	St. Louis Melodies	Miscellaneous Program $	Archie Andrews $
10:15	"	Dr. Pepper Old Dom. Barn Dance (49)	"	"
10:30	Ralston Space Patrol (284)	Quiz Kids	Bruce MacFarlane	Pet Milk Mary Lee Taylor (144)
10:45	"	"	Helen Hall	"
11:00	Student Symphony Concerts $	Cream of Wheat Let's Pretend *(154)	Brevard Music Camp Programs	My Secret Story
11:15	"	"	"	"
11:30	Eddie Fisher Show $	Cannon Mills Give & Take (152)	U.S. Marine Band	Hollywood Love Story $
11:45	"	"	"	"
12:00 N	101 Ranch Boys $	Armstrong Cork Theatre of Today (187)	Man on the Farm	News At Noon
12:15 PM	"	"	"	Public Affairs $
12:30	American Farmer $	Carnation, Stars Over Hollywood (161)	5th Army Band	U.S. Marine Band
12:45	"	"	"	"
1:00	Navy Hour $	Toni Grand.Con.Sta. (185) *	Dance Orch	Allis-Chalmers Natl. Farm & H Hour (174)
1:15	"	"	"	"
1:30 PM				
1:45				
2:00				
2:15				
2:30				
2:45				
3:00				
3:15				
3:30				
3:45				
4:00				
4:15				
4:30				
4:45				
5:00				
5:15				
5:30				
5:45 PM				

THURSDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Lionel Ricau S
6:15	"	You and the World S	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	Lowell Thomas	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	Westinghouse Todays Convntn. * (193)	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
7:15	Co-op Elmer Davis	"	Co-op Rukeyser Reports	No Network Service
7:30	General Mills Silver Eagle (137)	Alistair Cooke Convention Story *	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)
7:45	"	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) H R
8:00	Mr. Broadway S	American Chicle Mr. Keen (176)	Symphonic Strings	A Life in Your Hands S
8:15	"	"	"	"
8:30	Defense Attorney *PP	Ameri. Tob. Co. F.B.I. in Peace & War (193)	(Co-op) The Hardy Family	The Chase
8:45	"	"	"	"
9:00	Lorillard Amateur Hour (295)	Wrigley Mr. Chameleon (186)	Pal Blade Rod & Gun Club	L&M Fatima Dragnet (171) R
9:15	"	"	"	"
9:30	I Covered The Story S	Steve Allen Show *	Co-op Reporter's Roundup	Gulf Refining Counterspy (123)
9:45	"	"	"	"
10:00	Gulf Oil John Daly News (310)	10:05-11 Dance Orchestra	A. F. of L. Frank Edwards (28)	Pabst Nightboat (157)
10:15	Heartstrings S	"	Co-op I Love A Mystery	"
10:30	Hotel Edison Orchestra S	"	Dance Orchestra	Life (104) Montgomery (10:30-10:35)
10:45	"	"	"	Robt. Armbruster & His Music 10:35-11
11:00	Band	News	Co-op Boukhage Talking	News from NBC
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Lionel Ricau S
6:15	"	You and the World S	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	Lowell Thomas	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	Westinghouse Todays Convntn. * (193)	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
7:15	Co-op Elmer Davis	"	Dinner Date	No Network Service
7:30	General Mills Lone Ranger (153)	Alistair Cooke Convention Story *	Gabriel Heatter	Miles Labs News of World (168)
7:45	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) H R
8:00	Top Guy * PP	Musicland USA	Concerto Festival	General Foods Roy Rogers (148)
8:15	"	"	"	"
8:30	Equitable Life This Is Your FBI (288) R	"	(Co-op) Gracie Fields Show	Pabst Bob & Ray (144)
8:45	"	"	"	"
9:00	Newsstand Theatre S	The Big Time	Magazine Theatre	Coca-Cola Marie Lanza Show (198)
9:15	"	"	"	"
9:30	Summer Cruise S	Steve Allen Show	Armed Forces Review	Short Story S
9:45	"	"	"	"
10:00	Gulf Oil John Daly News (310)	(10-10:05) * Morgan News Capitol Cloakrm.	A. F. of L. Frank Edwards (135)	Hy Gardner Calling
10:15	Eddie Fisher's Serenade	"	Co-op I Love A Mystery	Words in the Night
10:30	Band	Dance Orchestra	Dance Orchestra	Life (104) Montgomery (10:30-10:35)
10:45	"	"	"	Bill Stern (10:35-10:45)
11:00	"	News	Co-op Boukhage Talking	News from NBC
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

	ABC	CBS	MBS	NBC
6:00 PM	Una Mae Carlisle S	News	Smiley Whitley Show	Bob Warren News
6:15	Bible Messages S	TBA	"	Earl Godwin's Washington
6:30	Co-op Bob Finnegan Sports	CBS Radio Sports Roundup	Preston Sellers	NBC Summer Symphony Orchestra
6:45	Labor-Management S	Larry LeSueur News	S. C. Johnson Poowee Reese (Repeat)	"
7:00	"	This I Believe Saturday at The Chase	Co-op Al Helfer	"
7:15	Women In Uniform S	"	Report From The Pentagon	"
7:30	Dinner At The Green Room S	Gunsmoke	Down You Go (7:30-7:55)	TBA
7:45	"	TBA	State Farm Auto Ins. Co. C. Brown	"
8:00	Dancing Party S	Wrigley B'way Is My Beat (189)	20 Questions	Jane Ace Disc Jockey
8:15	"	"	"	"
8:30	"	GF-Post Cereal Tarzan (75) R	(Co-op) MGM Theatre of the Air	Stars In Khaki 'n' Blue S
8:45	"	"	"	"
9:00	"	Gangbusters	"	Ohio River Jamboree
9:15	"	"	"	"
9:30	"	Robert Q's Waxworks	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (178)
9:45	"	"	"	"
10:00	Saturday at Shamrock S	"	Chicago Theatre of the Air S	Tin Pan Valley
10:15	"	"	"	"
10:30	Adolphus Hotel Orchestra S	Dance Orchestra	"	Chamb. Mus. Soc. Lower Basin St.
10:45	"	"	"	"
11:00	News S	News	News	News from NBC
11:15 PM	The Playboys S	Dance Orchestra	Dance Orchestra	Alex Dreier

SUNDAY

	CBS	MBS	NBC
12:00 PM	Invitation To Music	Lutheran Hour (Lutheran)	U. of Chicago Roundtable
12:15	"	"	"
12:30	"	Top Tunes with Trendler	The Catholic Hour
12:45	"	"	"
1:00	Dining Serenade	Dixie Four Quartet	Sunday Symphonic Adventure
1:15	"	American Protam Corp. Health Quiz	"
1:30	Galaxy of Hits	Jimmy Carroll	Elmo Roper
1:45	"	"	Intermezzo
2:00	Music For You	Bandstand U.S.A.	Earl Godwin's Washington
2:15	"	"	John Cameron Swayze
2:30	Band of The Day	Orange Crush	The Falcon S
2:45	"	Green Hornet	"
3:00	Main Street Music Hall S	Under Arrest	U. S. Tobacco Martin Kane (183)
3:15	"	"	"
3:30	Ford Theatre	Wildroot The Shadow	American Bakers Assoc. Hollywood Playhouse (183)
3:45	"	"	"
4:00	Mutual Music Trust * (215)	Williamson & Motorola (cit. wks.)	Whitehall 1212 S
4:15	"	True Detective Mysteries	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
12:00 PM	Not In Service	P&G Oxidol Dr. Malone (154)	Luncheon with Lopez	Co-op News Merrill Mueller S
12:15	"	P&G Duz Guiding Light (156)	"	Wasson Oil Dr. Paul (61)
12:30	Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (137)	Say It With Music	Jane Pickens Show
12:45	"	P&G Tide Perry Mason (159)	"	Meredith Willson's Music Room
1:00	Tennessee Ernie S	Toni, Seeman Nora Drake (170)	Repeat Paula Stone Program	Live Like A Millionaire
1:15	"	P&G Ivory Fl. Brighter Day (142)	TBA	"
1:30	"	Miles Labs Hilltop House (144) R	Co-op Poole's Paradise	P&G Life-Beautiful (170)
1:45	"	Pillsbury House Party (167) R	"	P&G Road of Life (163)
2:00	"	Lever Bros. Houseparty (169) R	"	P&G Pepper Young (166)
2:15	"	* Cedric Adams	"	P&G Right to Happiness (163)
2:30	General Mills Cal Tinney (274)	General Foods Grady Cole (M-T-W) (47)	"	P&G Backstage Wife (152)
2:45	"	MTW Chicagoan Thf St. Louis Matinee	Miscellaneous Programs	Sterling Drug Stella Dallas (151)
3:00	Ronnie Kemper S	Treasury Bandstand	Mart's Record Adventures	Sterling Drug Young Widder Brown (151)
3:15	Dean Cameron S	"	"	Manhtn. Soap Woman in My House (181)
3:30	Co-op Big Jon & Sparkie	4:55-5 News	"	Whitehall Just Plain Bill (143)
3:45	"	5-5:45 p.m. No Service	Merry Mailman	Whitehall Front Page Farrell (138)
4:00	Fun Factory S—See Footnote	"	"	P&G Lorenzo Jones (105)
4:15	"	Miles Labs Curt Massey Time (147) R	M-F 5:30-5:50 Songs of the B-Bar-B	M-F 5:50-6 Johnson & Son Cecil Brown

SATURDAY

	ABC	CBS	MBS	NBC
12:00 PM	Vincent Lopez Show S	Curtis City Hospital (152)	Dunn On Discs	Duds Ranch Jamboree
12:15	"	"	"	"
12:30	Front & Center S	Harmel & Co. Music with H. Girls (129)	"	Coffee in Washington S
12:45	"	"	"	"
1:00	Lawrence Welk's Treasury Show S	Make Way for Youth	Georgia Crackers	Big City Serenade
1:15	"	"	"	"
1:30	Pan-American Union S	Report From Over Seas	Bandstand U.S.A.	The Downbeaters S
1:45	"	Adventure In Science	"	"
2:00	Lone Pine & His Mountaineers S	Farm News Co-op	Sports Parade	U. S. Army Band
2:15	"	Radio Reporters Scratch Pad	"	"
2:30	ABC Late News S	Horse Racing	Dunn's Adobe	Win Place & Show Tunes
2:45	Finnegan's Sat. Box Scores S	Stan Dougherty	"	Racing
3:00	International Jazz Club S	Convention Size-Up	Hawaii Calls	Musicana
3:15	"	"	"	"
3:30	Roseland Ballroom Orch. S	Eddie Fisher Show	Dancing By The Sea	Mind Your Manners
3:45	"	"	"	"
4:00	At Home with Music S	Treasury Bandstand	"	The Author Speaks
4:15	Club Aluminum Club Time (20)	"	Johnson & Son Poowee Reese Show	Your Key to Health

Explanations: Listings in black, sponsored name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced. Time EDT.

ABC—8:55-9 a.m., M-F, Stokely-Van Camp. The John Conte Show (295).
5:50-5:55 p.m., M-F, World Flight Reporter.
5:55-6:00 p.m., M-F, Union Oil Co. of Calif., Royal Triton Baseball Roundup (275).
7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger.
* PP (Pyramid Plan) American Chicle & General Mills participations on The Top Guy, W., 8:30-9 p. m.; Defense Attorney, Th., 8-8:30 p.m.; Stop the Music, Sun., 8:30-8:45 p.m., seg.

CBS—8:30-9:15 a.m., Sun., General Foods, Sunday Morning Gatherin' (107).
11:00-11:05 a.m., Sat., Campana Sales, Bill Shadel (185)
1:25-1:30 p.m., Sat., Toni Co., It Happens Every Day (185).
3:45-3:50 p.m., M-F, Kellogg Co., Carl Smith (140)
4:00-4:05 p.m. M-F, Toni Co. It Happens Every day (191)
5:55-6:00 p.m. Sun., Best Foods, Larry LeSueur (182)
7:00-7:30 p.m., M-F, Westinghouse Electric. Convention weeks of July 7 & July 21 (193).
9:25-9:30 p.m., Sat., General Foods, Sanka Salutes (155).
9:25-9:30 p.m., Th., General Foods, Bill Shadel (159).
9:30-9:35 p.m., Tu., Colgate-Palmolive-Peet, Louella Parsons (182)
10-10:05 p.m., Sun. Thu., Fr., General Foods, Robert Trout (155).
11:30-11:35 a.m., Sun., Bill Shadel (8)

ON A SUNDAY AFTERNOON

String Serenade, 2:30-3 p.m.
Galaxy of Hits, 3:00-3:30 p.m.
Music for You, 3:30-4 p.m.
Band of the Day, 4-4:30 p.m.
Main Street, Music Hall, 4:30-5 p.m.

MBS—2-4:30 p.m., Mon.-Sun., Game of the Day—Network B (Faistaff Brewing and Co-op). Gillette Warm-Up Time, 5 min. preceding games, Mon.-Sun. Camel Baseball Scoreboard, 5 min. following, Mon.-Sat. Wheaties Scoreboard, 5 min. following, Sun.
8:55-9 a.m., M-F, Gabriel Heatter-VCA Labs.
11:25-11:30 a.m., M-Sat., Johnson & Son, News
9-9:05 p.m., M-F, Johns-Manville Corp. Bill Henry.

NBC—8-8:15 a.m., Skelly Oil, M-F, News (23); Sat., This Farming Bus.
10:15-11 a.m. Hymn Time. Gen. Mills, (10).
* MM—"Minute Man" Programs.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
June 30, 1952 Copyright 1952

XUM

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BROADCASTING

Vol. 42, No. 26 JUNE 30, 1952

TV APPLICANT LIST GROWS

170 to Spend $62 Million

By LARRY CHRISTOPHER

AS NEW TELEVISION applications began to arrive at FCC in ever increasing numbers last week—on the eve of the July 1 commencement of processing — a study of the 170 bids on file late Thursday showed that these applicants plan to spend more than $62 million in construction of their facilities, a per-station average in excess of $367,000.

Of these applicants, 169 estimate first year operating costs totaling over $49 million, an average of $292,000-plus per station. First year revenue estimates, of 162 applicants reporting their income expectations, total nearly $51 million, or almost $314,000 per outlet.

Of the 30 operating stations, required by FCC's Sixth Report to change their channel assignments to conform with the new allocation plan [B•T, April 14], 17 to date have filed applications for such changes with the facility switch and new construction to cost them a total of nearly $4.5 million, or a per-station average of almost $260,000.

Meanwhile, as nearly a score of last-minute petitions for reconsideration of the Sixth Report hit the Commission on Monday, the FCC last week took the following actions relating to TV and allocations:

● Indicated it could determine only "in the light of the circumstances presented by a specific application" whether two or more AM operators in the same market may legally prosecute a joint TV application and still retain their competitive and separate AM stations. The pronouncement, made in a memorandum opinion and order denying the petition of KFBI Wichita for a declaratory ruling, was interpreted to mean FCC will consider such joint applications on a case-to-case basis.

● Granted the application of WXEL (TV) Cleveland for change in frequency from Channel 9 (186-192 mc) to Channel 8 (180-186 mc) in accord with a Sixth Report show cause order. WXEL is one of the 30 existing outlets required to change facilities. Increase in effective radiated visual power from 7.5 kw to the maximum 316 kw was granted, along with move of main studio location from WXEL's transmitter site at Parma, Ohio, to Cleveland. Change will extend WXEL's Grade A service to about 45 miles, Grade B to about 63 miles. Comr. Frieda B. Hennock dissented.

● Denied the petition of Westinghouse Radio Stations Inc., supported by KROW Oakland, Calif., for modification of the temporary processing procedure to establish city priorities on the basis of a "television service factor" of population divided by existing services [B•T, June 9]. FCC held the Westinghouse plan would substantially eliminate the precedence FCC has given UHF in the Group B-2 cities (those with one or more stations and having only UHF channels available).

● Issued notice of proposed rule making to add UHF Channel 14 at Palm Springs, Calif., as requested by Dr. Forbes Farms Inc. in first such petition to be filed [B•T, June 9]. Aug. 11 was specified as deadline for comments.

● Amended its new station application form 301 to add another page to Section II on legal qualifications to obtain additional information from applicants for noncommercial, educational stations.

● Advised WDRC Hartford, Conn., that the term "principal community" as used in Sec. 3.613 of its rules relating to main studio location means city, town, village or other political subdivision, not "metropolitan district." FCC explained the main studio must be within the corporate boundary but noted the rule's provision for case-to-case consideration of "severe and undue hardship" situations where studios must be located outside such boundaries.

● Amended its multiple application rule, Sec. 1.364, to include TV outlets with AM, FM and other type stations. The rule provides that while one application is pending, FCC will not accept another from the same applicant which seeks new or additional facilities for a station of like class to serve the same community.

● In spite of the concern of certain Washington broadcast attorneys, FCC informally explained the new "application acceptance" policy of the Broadcast Bureau's

(Continued on page 32)

Complete Data on Last Week's TV Applications
Starts on Page 52

STREIBERT NAMED

General Telecasting Head

NEW major TV program and sales organization was launched last week by General Teleradio Inc. with formation of an associate video operation, General Telecasting System.

The project is based on a new concept of nationwide television program distribution under the General Tire & Rubber Co. banner, with General Telecasting selling and delivering programs to its own stations and to affiliates and advertisers, combined with variations of spot and co-op broadcasting.

Mr. Martin

Theodore C. Streibert, formerly president of General Teleradio's WOR New York, is president of General Telecasting. Dwight Martin, who left Crosley Broadcasting Corp. a week ago to join General Teleradio [B•T, June 23], becomes executive vice president. He also is vice president and general officer of General Teleradio. John Poor, Boston attorney for Yankee, is secretary. He is understood to have handled incorporation of General Telecasting under a Delaware charter. General Telecasting expects to distribute programs by the best available means, whether film, coaxial cable or radio relay. In the early stages it was speculated that its main effort would be concentrated on film programs but both film and live product will be distributed.

John Sutherland, head of John Sutherland Productions, Hollywood, producer of commercial TV films, is understood to have been retained by General Telecasting as a production expert to advise on procurement of programs for distribution. It is believed he will headquarter in both Hollywood and New York.

General Telecasting's plan is said to contemplate arrangements with many production companies for procurement of film and live programs. It could not be learned whether Mr. Sutherland's firm would produce films for the new company.

It appeared clear that General Telecasting does not plan to engage in TV network business in the accepted means. Instead it is expected to distribute programs anywhere by the most economical and efficient sense. It was not clear what arangements would be made for time clearance on TV stations.

In getting under way General Telecasting will have a nucleus of the General Teleradio stations, including WOR-TV New York, WNAC-TV Boston and KHJ-TV Los Angeles.

Mr. STREIBERT

* * *

While General Teleradio is majority stockholder of MBS, no confirmation could be made of sugges-

(Continued on page 34)

RADIO'S FUTURE

May Be Affected by CBS Radio Affiliates Meet

RADIO broadcasters were waiting tensely last week for a meeting this Tuesday and Wednesday which, they felt, may go a long way toward shaping radio's future.

This is the meeting of CBS Radio affiliates, first among themselves and then with topmost CBS officials. The center of the discussion is expected to be rates: Network radio rates, and collaterally, the effect of any change in those rates upon all radio time charges.

Leaders of the affiliates—who are expected to number about 125 at the meetings at New York's Ambassador Hotel—are marshalling arguments against the nighttime rate cuts they fear are coming, while CBS Radio officials are preparing to "lay it on the line" with a report on network problems, including circulation and financial data.

Some specific proposals toward solution of current problems reportedly are being prepared by the affiliates' steering committee, but committee representatives declined to reveal them prior to the sessions. Network authorities said they, too, have been working—over a long period—on a series of possible solutions, but doubted that such proposals could be firmed in time for presentation during the affiliates conference.

The one point which found network and affiliates in harmony on the rate question was the conclusion that if CBS Radio cuts its rates, the other networks will be compelled to follow suit.

To speculation that CBS authorities may decree as much as a 50% reduction in nighttime rates—or a 40% cut, accompanied by a 10% increase in day rates, which also would make day and night rates equivalent—one leading station executive cited this example of the effect upon an affiliate:

Assume that a station now has a nighttime sales potential of $1,000 a night and is selling $550 of this. Then assume the nighttime rate is cut 50%. Even if the station then sells a full 100% of his potential at the reduced rate, it nevertheless will be receiving $50 less than it did in selling only 55% of its potential at the old rate.

Many affiliates protest that rates not only should not be cut but that daytime rates should be increased —at least to the point where they stood before the general 10% reduction was put into effect by all networks a year ago.

Affiliates contend network executives have been too prone to rationalize a need for rate reductions, ignoring also the high level of radio business which stations are experiencing at the local and national spot sales levels. A number of them also are openly critical of CBS Radio for its recent renegotiation of affiliation contracts, through which the network gained the right to change affiliates' network rates also at will. They contend they had thought CBS Radio was seeking this right in order that it would be able to change rates quickly to "meet competition," in event another network reduced rates first. Now they fear CBS Radio is going to use the right to initiate a reduction itself.

Half-Dozen Lacking

Network officials say all but a half-dozen of their major affiliates have agreed to the new contract. The half-dozen includes: WJR Detroit, WGAR Cleveland, WHAS Louisville, WREC Memphis, KOIN Portland, Ore., and KIRO Seattle.

Representatives of four of these six are members of the affiliates' steering committee which set up the July 1-2 sessions: John F. Patt of WJR and WGAR; Victor A. Sholis of WHAS, and Saul Haas of KIRO.

The steering committee will meet today (Monday) with the Columbia Affiliates Advisory Board, headed by I. R. Lounsberry of WGR Buffalo, to discuss plans for the Tuesday and Wednesday sessions. Tuesday's session will be limited to affiliates; on Wednesday they will be joined by CBS top officials, including Board Chairman William S. Paley, President Frank Stanton, CBS Radio President Adrian Murphy, and Station Relations Vice President Herbert V. Akerberg.

George B. Storer of Storer Broadcasting Co., one of the originators of the meeting, has been designated chairman for the affiliates conference. Mr. Sholis will make the keynote speech.

Members of the steering committee, in addition to Messrs. Storer, Sholis, Patt, and Haas are William B. Quarton, WMT Cedar Rapids; John E. Fetzer, WKZO Kalamazoo; Hulbert Taft, WKRC Cincinnati; Kenyon Brown, KWFT Wichita Falls, Tex., and Ray Herndon, KTRH Houston.

The Network Picture . . . . . AN EDITORIAL

ALL EYES ARE on New York. CBS meets Wednesday with its radio affiliates to attempt to settle, amicably and across the table, the troubled state of their business relationships.

Should radio rates be adjusted, day or night, or both? up or down? That's the wrap-up question. The only thing certain is that there won't be any midnight action, without affiliates' consent, as was done in April 1951.

What has happened in the past solves nothing. The 10-15% cuts didn't stem the tide. What happens this week will set the pattern for other networks. The profound affect it will have cannot be overstated.

The pressure from the networks is for further cuts, sharp enough to permit them to dig in and build anew. Affiliates contend they can't stand further cuts and that the networks haven't sold radio as the biggest and best buy for the advertisers' dollar.

We side with the stations, as we have from the beginning. But we believe if current rates are to be retained, a way must be found to make sure they are observed. It is the under-the-table deal that has brought about the present crisis in network radio.

No one relishes the off-card deal. The advertiser accepting one is suspicious that his competitor may be getting another that is better. The agency, in between, must bicker and bargain, else it stands to lose accounts to another agency which lets the client know it can get radio for him wholesale.

The whole buyer-seller fraternity of network radio would be relieved if the sellers went back to selling at announced prices.

It is to this problem that the CBS meeting must address itself: How to get network radio back on the rate card.

A reawakening of old antagonisms won't do. It may be a fact that the networks got themselves into this mess by making concessions to clients, but the affiliates cannot get them out of the mess by doing nothing more than citing this fact.

No matter who is responsible for creating the problem, all hands must cooperate in solving it.

It may be the CBS meeting will result in the fateful conclusion that full-scale revision of network-affiliate relations is essential. Radio is being sold on the local and national spot levels in greater volume than ever before. Network radio isn't. There must be something organically wrong.

There are favorable indications that a solution, or at least important steps toward one, may come out of the CBS meeting. The nine broadcasters responsible for the conference with the network are among the most intelligent and successful operators in the nation. Other operators of equal ability will attend.

The fact that CBS is bringing in its first team—headed by Chairman William S. Paley—is significant and encouraging. An impressive congregation of network and station brains will be present. If, together, these leaders cannot create a sound and prudent plan to restore stability to network radio, no one can.

Indeed, if hopes are realized, the CBS meetings could be a forerunner of a general revitalization of network radio, a problem that simultaneously is being worked on seriously at rival networks too.

At NBC, Frank White has taken over as vice president and general manager, fresh from a three-year, hard-selling job at Mutual, and Pat Weaver has been directed to apply his proven talents in program management to the radio network as well as television.

Mutual is beginning to function as an old-line network under the policies and know-how of its General Tire parent and the new ideas of young, smart Tom O'Neil.

If ABC's merger with United Paramount survives the interminable scrutiny of the FCC, that network will be infused with new operating capital and showmanship experience.

And, though hampered by anti-trust strictures within which it must operate, the all-radio Affiliates Committee continues to do its job. As a meduim for the exchange of information among the outlets of various networks, if nothing else, that committee would be well worth the trouble to which its members have gone.

What happens this week in New York will set the pattern for what is to happen generally in network radio in the future. Adjustments, admittedly, are needed. But we think they should be principally adjustments in the attitudes of the networks.

A network is an aggregation of affiliated stations, hooked up by wires or cables. The CBS affiliates are determined to keep it that way, or maybe look for another way of doing business.

We hope the meetings will produce a relationship in which both affiliates and networks can prosper, as we believe there is every possibility of doing.

Nothing but good can come from a full, frank and open discussion of network-affiliate problems. The affiliates group is to be commended for making the effort, in broad daylight, and CBS for accepting it. Reasonable men, fully informed, usually find the answers.

THE CHICAGO POLITICAL SHOW Is About Under Way

THE GREATEST show on earth" —no longer the circus but the pass-g political parade—will unfold ith unprecedented drama and ageantry before the greatest iewing-listening audience in roadcasting history with the open-g of the Republican National Con-ention in Chicago next Monday.

With the emergence and growth f television it is perhaps signifi-ant that the words "smoke-filled ooms" are passing from the politi-an's lexicon to the limbo of nother age.

An estimated 60 million Ameri-ans will have a front-row seat at e 1952 conventions, with the as-stance of American Telephone & elegraph Co. and its associated ell system companies. And, of ourse, "everywhere you go, there's adio."

It is apparent that television, self, has traversed a long path— progress and geographically— nce the 1940 and 1948 nominating nventions in Philadelphia. But ere is every indication, too, that adio will not be outdone in point f painstaking preparations .and rduous planning.

Network and independent station verage gives promise of rivaling ollywood's own boisterous claims the "never-never" land of fabu-us deeds. Indeed, advance blue-rints of the broadcast media uggest that it would be folly to hronicle "the era of wonderful onsense" until radio-TV coverage f "the greatest show" is a poig-ant political reality.

The claim of the GOP and Demo-ratic factions that each will be a ide-open convention, in full view sound of America's viewers-lis-ners, is perhaps not the least ttributable to these comprehensive plans. Coverage will be wide open, too, and both parleys will be tail-ored to accommodate the audio-visual media, especially television.

Anticipating the conventions, AT&T managed a herculean task by laying some 5,000 miles of new radio-relay and coaxial cable to ac-commodate at least 10 new cities and a good 99% of the nation's 17.5 million TV receivers. Even non-TV cities will be availed of coverage by means of closed circuit hookups.

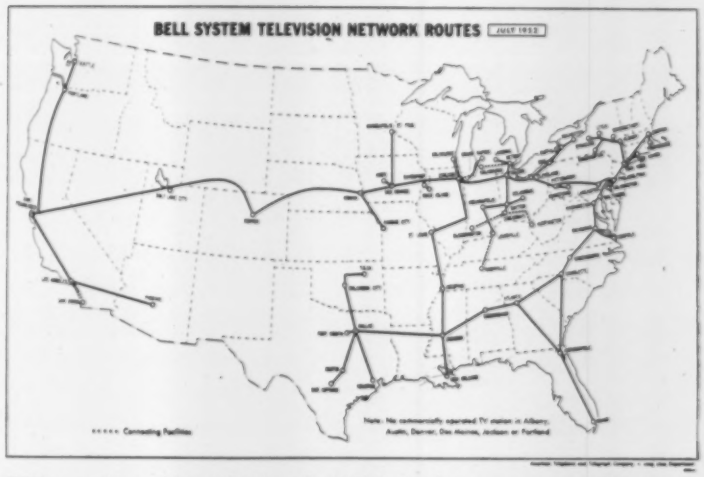
Circuits also have been geared to assure interconnection by long lines of more than 1,200 radio sta-tions, with many independent out-lets accredited for direct pickups on an economical pro-rated fee for the first time.

Four years ago, the nominating conventions filtered out to some cities on a makeshift 16-station net-work comprising Boston, New York, Newark, Philadelphia, Baltimore, Washington and Richmond. AT&T estimates that live telecasts will be offered, starting next week to 107 out of the 108 outlets in 65 cities. Only Albuquerque, N. M. (KOB-TV), is off the AT&T route.

Joining the AT&T-Bell network for the first time will be Miami, New Orleans, Dallas, Fort Worth, Houston, San Antonio, Oklahoma City, Tulsa, Phoenix and Seattle. Residents in Denver, Fresno (Calif.) and Portland (Ore.) will view activities by special arrange-ments in theatres and hotels.

Lest it be reckoned that the 1952 convention story is one of physical facilities, it should be added that the best laid plans of men—net-work and station, plus sponsors—figure auspiciously, too.

Here are capsuled developments in advance planning by networks, station, national political commit-



TEN new cities will be added to the Bell System's interconnected TV network by next Monday, the opening of the Republican Nattional Convention, availing "live" coverage of the GOP-Democratic meets to 99% of the nation's televiewers. AT&T and associated Bell companies are increasing network span from 24,500 to 29,500 miles of radio relay and coaxial cable channels. Map shows TV network routes as of July 7, hooking in every TV city save Albuquerque, N. M.—or 65 cities with 107 stations. "Connecting facilities," indicated by dots, refer to hookups provided by other than AT&T.

tees, sponsors, and Congressional factions:

● Unofficial estimated cost of network pool operations runs be-tween $35,000 and $40,000 per net-work for TV and about $10,000 for each in radio.

● Small stations will be able to cover both conventions by heavy spending as in the past, thanks to the National Assn. of Radio News Directors, the Chicago News Broad-casters Assn. and United Press.

● Radio-TV representatives will number about 2,000—more than 15% above the number who covered the 1948 parleys in Phil-adelphia. They will cover more than 300 network and individual outlets, according to the Executive Committee of the Radio-TV Gal-leries on Capitol Hill.

● ABC announced a tentative pickup schedule for both radio and video coverage of the Republican and Democratic meets.

● Upwards of an estimated $7 million will be spent by the net-works to telecast the two conven-tions, with virtually none expecting to show a profit despite sponsored coverage.

● The Democratic National Committee has named J. Leonard Reinsch, on leave from the James Cox Radio-TV properties as con-sultant to Chairman Frank Mc-Kinney [B•T, May 19], and James Sauter, widely known in broad-cast circles, as co-chairmen of an Entertainment Industry Committee for its convention.

● A host of special features and tape-recorded programs will be aired by the networks and local stations, respectively, during the political meetings. Regular pickups will be aired at 12:30 p.m. and 9:30 p.m.

Both conventions will be held at the International Amphitheatre on Chicago's south side, with addi-tional activities to be broadcast from the Conrad Hilton Hotel, con-vention headquarters, and at other points. NBC and CBS have pro-vided sketches of their facilities layout [see page 36, and also B•T, June 23]. The Democratic conven-tion opens July 21.

National radio-TV coverage and sponsorship of both conventions were negotiated under an arrange-ment which called for the networks to sustain installation costs and permitted them to sell sponsorship on the condition that advertisers be acceptable to both national com-mittees.

Regional and local stations also were asked to submit their sponsor lists to the committees, which pre-scribed general requirements on advertising messages and other phases.

NBC spokesmen estimate that the network's convention program costs, radio and TV, will amount to at least $500,000, covering hous-ing, personnel, transportation, etc. This also includes the $35,000 to $40,000 pool contribution. The sum does not include station compensa-tion and pre-emptions. NBC was able to save some money on pre-emptions by cancelling certain pro-grams 30 days in advance.

CBS gave no estimate on its radio-TV convention program ex-pense, but generally it's expected to approximate NBC's estimated half-million. ABC's probably will run somewhat less.

The above figures refer to com-

(Continued on page 36)

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Mr. Taft insisted on exactly the same facilities Ike got at Abilene."

DEPT. STORES' BLUE MONDAY

Here's the lineup of eager customers awaiting the opening of Pomeroy's one morning after the word had spread by radio that good buys awaited the early birds.

• • • Pomeroy's Has a Radio Answer

WHAT happens to Monday department store sales in a town which has no Sunday newspaper?

In such communities, Monday is the ebb day of the department store week.

But in Pottsville, Pa., Monday has become a lively merchandising day for one department store. And, for some articles it has become better than any other day in the week.

The answer is radio.

In a continuance of its experiments on the use of radio to sell merchandise [B•T, May 5], Pomeroy's of Pottsville has found that a properly planned Sunday radio campaign can sell selected, sales-priced items on Monday in a volume exceeding expectations.

Pomeroy's is an Allied Stores Corp. department store with a sales volume of under $5 million per year. Its ratio of sales to advertising runs 2-2½%. It had been running about 16% of its space and time advertising budget on radio time purchases, but this lately was boosted to 20%.

The campaign consists of a single half-hour Sunday afternoon program plus eight spot announcements throughout the day on the local WPAM (250 w on 1450 kc).

The program, which has been operating for the past month with a light classical music format, opens and closes with a minute-long commercial. During the show, short, pithy sales plugs are given preceding the playing of each musical selection for the single item chosen as the sale merchandise for the next day.

Outlay for the Sunday campaign runs a mere $35. This is what has been accomplished:

● Sold six TV console receivers plus two others (one higher priced, one lower priced). Total sales, $1,600. Selling cost, 2.2%.

● Sold six private brand refrigerators. Total sales, $1,400. Selling cost, 2.5%.

● Sold two brand name refrigerators (all that were in stock) plus others. Total sales, $1,900. Selling cost, 1.8%.

The results of a fourth test, a Father's Day special on men's slacks, had not been collated at this writing.

Essence of the Sunday radio advertising program in Pottsville is this:

Radio can be used by department stores in the same pattern as they use newspaper advertising—heavy Sunday displays to promote Monday sales.

Generally, radio has been used at a constant level through the week. Retailers, however, have always plunged heavily, newspaperwise, on weekend promotions to build sales and traffic for Monday openings.

Success of Pomeroy's Sunday broadcast tests can be measured by the results of its TV receiver sales.

Pottsville has no TV station and, because it is in a valley, TV signals from Philadelphia (90 miles away) don't reach the 55,000 homes in that Schuylkill County trading center. Pottsville TV viewers get their TV programs via privately-owned Trans Video community television system, which charges $135 installation fee and $3.75 a month for service.

Therefore, the sale of six TV sets in one day—any day of the week—could be considered extraordinary. That such a number of video receivers were sold on a Monday is considered even more extraordinary.

Among previous radio tests was one on the sale of a specially-priced 9x12 ft. Axminster rug. Newspaper promotions had offered them at $59—down from the original $89 list—and had moved none. Pomeroy's was willing to sell them for $49, but the radio people felt that was too low. So the rugs were priced at $69—$10 higher than offered in newspaper advertisements. However, salesmen were given a $5 bonus for selling the rugs to customers brought in by the radio promotion.

Results? Sold $4,445 in two radio spot campaigns. First was a two-day series, with 15 announcements. It sold 11 sales-priced rugs, plus eight $89 rugs for a total of $2,605. Second was a three-day campaign, with 67 spots. It sold 11 more sales-priced rugs plus five $89 rugs for a total of $2,140.

Total cost for the 82 spots—$155.80. Selling cost, 3.3%.

But, significantly, other merchandise was sold to rug customers—to the total of $2,060.

Another excellent result of radio advertising was scored by the Pottsville store when it engaged in a saturation campaign to sell coupon books. This is a credit gimmick, whereby good risks are permitted to take out credit in the form of coupon books—available for immediate use.

In a 10-day spot campaign preceding last Easter, the store pitched 255 spots at the market, increasing its coupon book accounts from 313 at the same period in 1951 to 494 in 1952—an increase of 57.8%. Average value of the book was raised from $31.64 in 1951 to $36.04 in 1952. Total value of the book was raised from $9,905 in 1951 to $17,805 in 1952—a jump of 79.8%.

Costs? For time, $515; for giveaway (a compact), $247—or a total of $762.

Selling cost, therefore, was only 4.7%—or, including the cost of giveaway, 9.5%.

Result of the coupon book campaign so impressed Pomeroy's management that in the two weeks preceding Father's Day, it went all out in a second radio spot saturation campaign on this item. This resulted again in an 80% increase in coupon book value.

Only one failure has so far been reported in these tests of radio's effectiveness. That was an attempt to sell a $7.95 defroster unit, which turns any refrigerator into an automatic defroster. Both the department store and radio executives probed the reasons for the failure, and then decided that the item needed to be more fully explained to the buying public.

This has been done by having WPAM's daily woman's commentator mention the defroster and how it works every day for the past two weeks. There is no selling.

In another week or so, the station

(Continued on page 77)

ROBERT B. GABLE

. . . Pomeroy's president, who with his brothers put WFPG Altoona, Pa., on the air back in 1924

That Selling Pitch

ONE of the significant aspects of the radio test being conducted by Pomeroy's of Pottsville is that the station (WPAM) completely controls the writing of the advertising copy. It not only sends its own copywriters to the store to inspect the merchandise chosen for promotion, but their copy is inviolate—except for factual corrections.

Thus, the station is building up not only a roster of success stories, but a staff of experienced, merchandising-wise *radio* copywriters. This will stand it in good stead for selling and servicing other accounts in its service area of 109,000 people (Pottsville itself has 26,000 people).

WPAM has also determined, by trial and error, the proper uses to be made of announcers—whether a male or female voice is best for a particular type of merchandise, or a particular type of copy. It has also built a backlog experience on the use of hard-selling or low pressure copy on different types of merchandise.

Station checks the pull of its copy hourly, has so geared its operation that it can change the script on an hour's notice—and continue to tell how it is pulling.

FALL SCHEDULES

Advertisers Finalizing Plans

By FLORENCE SMALL

ADVERTISERS responded to the first week of summer with a sudden gust of action directed generally at fall TV and radio schedules.

Executives of Grant Adv. and those of one of its clients, the Dodge Div. of Chrysler Corp., will meet in Detroit the week of July 7, B•T learned last week, to plan for the autumn season. A television network show is expected to materialize as one result of that planning.

Regent cigarettes through its agency, Hilton & Riggio, New York, it also was learned, has not renewed its sponsorship of a portion of *Today*, early morning show on NBC-TV, but expects to put its advertising budget instead into a network television show to start in the fall. The agency currently is looking over program formats with that in mind.

In another fall development, John F. Dulaney (frozen foods), already creditably represented with John Reed King's *Dulaney Daily Double* on ABC radio and a spot campaign in both radio and TV, is planning to increase its fall television budget. A definite decision will be released about Aug. 1. Agency is W. Earl Bothwell, New York.

Bab-O Plans

In a development of another sort, B. T. Babbitt Co. (Bab-O), which recently left the William Weintraub agency, has studied presentations of 21 agencies and reduced to four the list of candidates for its account. Company officials are expected to assay the remaining four this week, with definite assignment of the new agency affiliation anticipated July 7.

Meanwhile, Piel's beer, another account which recently changed agencies—from Kenyon & Eckhardt to Young & Rubicam, both New York—is understood to be determining its fall radio and TV schedule.

Ford Motor Co. (J. Walter Thompson) and General Foods (Postum, through Foote, Cone & Belding and Log Cabin syrup through Benton & Bowles) effective today (Monday) will sponsor *Robert Trout and the News* on Sundays and Tuesday through Friday at 10-10:05 p.m. and Mondays at 10:30-35 p.m.

Among the frozen food advertisers, one which celebrates the seventh birthday of its trademark, Teddy Snow Crop, is planning to start its radio and television spot schedule in late summer, about mid-August. Maxon Inc., New York, is the agency.

Birdseye frozen orange juice, through Young & Rubicam, New York, plans to start a three-month spot radio and TV campaign early in July in eight markets.

Another frozen food advertiser, Seabrook Farms, is continuing to line up half-hour radio programs in 110 markets [B•T, June 23] through Maxon Inc.

American Tobacco Budgets

For the fall, American Tobacco Co. [B•T, March 3], for its Tuesday 9-9:30 p.m. period on CBS-TV, has bought a film series owned and packaged by Music Corp. of America and entitled *Biff Coulter USA*. The firm continues to sponsor, for Lucky Strike, *This Is Show Business* (Sunday on CBS-TV) and *Robert Montgomery Presents* (Monday on NBC-TV). BBDO New York, is the agency. During the summer months *Man Hunt* will be the summer replacement for *Your Hit Parade* for the second successive year, Saturday on NBC-TV, which will return for Lucky Strike early in September.

In scotching a report its budget would be directed in part to promoting a change in the length of Lucky Strike. Paul Hahn, president of American Tobacco Co., announced last week that the company "is not planning to change its principal brand Lucky Strike to king-size."

"Sales records for the industry," he said, "show standard-size cigarettes continue to be favored by the great majority of the smoking public, and account for about 85% of the cigarettes smoked in the United States. Sales of Lucky Strike cigarettes have made good progress since the first of the year," he observed.

"Pall Mall and Herbert Tareyton cigarettes, both made by American Tobacco Co., are the two largest-selling king-size cigarettes on the market," he added.

P. Lorillard Co. (Old Gold cigarettes), through Lennen & Mitchell (soon to be Lennen & Newell), New York, has signed the *Fred Allen Quiz Show* for its Tuesday 10-10:30 p.m. period on NBC-TV, starting in September. Meanwhile,

(Continued on page 34)

NBC'S KOA SALE

Now Seeks L. A. Outlet

NBC was more definitely than ever in the market for a Los Angeles radio station last week, after selling its 27-year-old clear-channel KOA Denver for $2,250,000 to Bob Hope, a group of prominent Denver business and professional men and associates of Mr. Hope [CLOSED CIRCUIT, June 2, 23].

The G. A. (Dick) Richards estate's KMPC (710 kc, 50 kw), for which the network has negotiated intermittently for years; Earle C. Anthony's KFI (640 kc, 50 kw), and Harry Maizlish's KFWB (980 kc, 5 kw) were understood to be among stations being eyed by NBC in its search for an owned station to replace KOA (850 kc, 50 kw). The KOA sale is, of course, subject to the customary FCC approval.

Long-Speculated Sale

Long-speculated sale of the Denver station—which has no TV affiliate and could get none under NBC ownership unless the network chose to give up an existing outlet to meet FCC multiple ownership rules—tied nearly (1) NBC's reinvigorated policy of stronger promotion of radio and television as complementary media, and (2) its long-standing desire for an owned radio station in Los Angeles.

It also dovetailed neatly with the Hope-Denver group's TV ownership ambitions. TV-less Denver ranks No. 1 on FCC's priority list for television grants and it was reported that Metropolitan Television Co., an avowed aspirant for a Denver TV station, would be the company operating KOA under its new ownership. What other TV aspirations the new owners may have could not be ascertained immediately.

Although exact details of stock distribution among the new owners was not reported, it was said flatly that the Denver group—composed of 15 local business and professional men and one business concern—would have working control of the company. This group includes William Grant, president of Metropolitan Television Co., and Denver Mayor Quigg Newton.

Bob Hope and his associates will own 50% of the stock. His associates are James Saphier, and Mr. Hope's attorneys, Martin Gang, Robert Kapp and Norman Tyre.

NBC's desire for a radio station of its own in the key Los Angeles market—it is the only major network without one—has kept network officials in negotiations for years, especially for KMPC. A few years ago it appeared that a deal had been made with G. A. Richards, but it fell through.

Latest talks for KMPC were initiated several weeks ago with representatives of the late Mr. Richards' estate, but these also were subsequently reported to have struck dead-end. Their renewal at any time was seen as a strong possibility. The snag thus far: How much? Talks to date reportedly have centered around figures in the neighborhood of $1 million.

NBC President Joseph H. McConnell emphasized in the KOA announcement that NBC will seek to buy a radio station in the Los Angeles area to complement its local television station KNBH-TV there. This somewhat unusual public declaration of intent was attributed, at least to a considerable degree, to a desire to kill—before it could arise—any speculation that NBC is easing itself out of the radio business.

Beyond that, however, is the known fact that NBC has long tried to buy—for the last 15 years, one official noted—a station in the Los Angeles market. It intends now to realize that ambition as soon as it can, "provided the price is right," as a spokesman put it.

In further explanation of the KOA sale, Mr. McConnell noted again that NBC had declined several offers for the station in the past. But, he said, network officials finally concluded that radio and television can operate better together in a market such as Denver, and decided to sell KOA and seek an AM station to go with their Los Angeles television station.

Negotiations by Heffernan

Negotiations with the Denver-Hope group for the $2.25 million transfer of KOA were handled for NBC by Financial Vice President Joseph V. Heffernan. Principal negotiators for the purchasers were Mr. Grant and R. M. Davis and Ralph Radotsky, all of Denver.

Other members of the Denver group: William J. Ahearn, George B. Berger Jr., Hugh R. Catherwood, Thomas P. Campbell, Myron Emrich, Arnold Gurdler Jr., Robert Kohn, Mayor Newton, Morrison Shafroth, Walter M. Smith, Henry W. Toll, David S. Touff and the Hendrie & Boltoff Co.

KOA, founded Dec. 15, 1924, by General Electric Co., became an NBC affiliate in February 1928. NBC took over its operation and management in March 1930, prior to acquisition of the station in 1941.

You Can Bank on Radio

TEST CAMPAIGN of all media was conducted during May by the First National Bank, Bridgeport, Conn., for new loan accounts, with WICC Bridgeport bringing in 42 applicants and newspaper ads accounting for 76. Because the radio campaign secured more than half as many applicants as did the newspaper for one-third the cost of the newspaper advertising, the bank, according to WICC, is completely sold on its one-year schedule which began on WICC last February. Other media included direct mail, car cards and billboards.

OPERATOR PROPOSAL Comments Flood FCC

SUPPORTING letters—and protests—are beginning to flood FCC concerning the Commission's proposal to relax its transmitter operator rules and permit remote operation of certain AM and FM transmitters [B•T, June 9].

The FCC's proposed rule-making proceeding, instituted upon petition by NARTB, would amend Part 13 of the Commission's rules and regulations so that (1) persons holding less than first class radiotelephone operator permits would be allowed to stand regular transmitter watches at AM and FM stations employing non-directional antennas and operating with power of 10 kw or less and (2) remote control of the transmitters of such stations would be allowed.

FCC has specified Aug. 4 as deadline for comments and in its notice outlined many questions on such operation about which it desires information. Two of the questions touch on fulfillment of emergency operation under the Conelrad plan (control of electronic radiation to prevent enemy planes from "homing" on broadcast signals), while other questions concern the technical training and duties of transmitter operators and their ability to cope with technical problems that may arise.

If adopted, observers have noted, the practical effect of the changes would be to ease the staff and operating cost problems of virtually all local channel stations, a substantial number of daytime-only outlets and many other AM and FM stations.

Shortage of Operators

In general, station operators contend there is a shortage of qualified first class operators and the law of supply and demand has forced the wages of these men disproportionately high, particularly handicapping small market stations. They further contend that technical equipment today is stable and does not need constant attention and adjustment by a first class operator. Rather, they say, a restricted operator can watch the meters and make the log entries. He would work under the supervision of a first class man, usually the chief engineer, who thus would be freed from sitting routine watches and have time to do "preventive" maintenance and actual repair.

The station operators argue that by saving on engineering costs they would be able to hire better production personnel and hence gain better programming and service to their community.

On the other hand, engineers and union representatives charge there is no shortage of engineers. They point out, however, there is a shortage of men who are willing to work for "day laborer's wages."

The engineers are telling FCC the operation of transmitters is not as simple as management asserts, charging that station owners are seeking only another means to cut costs and increase profits. They find it hard to believe that much of the savings would go into better programming.

Three state associations of broadcasters already are reported on record favoring the NARTB-FCC proposal. They are the South Dakota, Kentucky and North Carolina Assns. of Broadcasters [B•T, June 23].

Several IBEW locals already have passed resolutions protesting the proposal while IBEW headquarters in Washington reports numerous complaints from members and non-members alike.

Resolution of Protest

IBEW Local 1224 at Cincinnati already has put a resolution of protest before the Cincinnati Central Labor Council, written all member and non-member engineering personnel of area stations and urged other IBEW radio and TV locals to take positive action.

"This matter is more serious than most of our people think," Local 1224 wrote other IBEW locals, "and if put into effect our operating standards will deteriorate at a rapid pace."

Local 1224 suggested other locals appear before their central labor councils to have them pass resolutions of protest, write the "various Senators, Representatives and lobbies which they may have contact with and urge the FCC to study it at length before leaving the radio communications system of America *unattended* and at the mercy of saboteurs during the grave times we are undergoing."

In its open letter to "all broadcast operating and engineering personnel," Local 1224 wrote, "If you value your job, act now!" Engineers were urged to "stand up for your rights" and write to FCC. The letter pointed out:

Your letter of opposition will be filed with the petition as a note of opposition to this movement. This is definitely a move by the small operators of 250 w stations to increase their revenue by throwing out engineering personnel. We further urge that you request a tightening of the operating standards. This will in turn increase the quality of the operating personnel and help to prevent such moves as this in the future.

The various labor unions representing the operating engineers will be actively opposing this move. These people were active in the last fight which came up a few years back on the same subject. The case then was decided in our favor.

On the other hand, this is how a typical local station operator tells the story. C. H. Simpson, part owner and general manager of 250-w WKBI St. Marys, Pa., supporting the NARTB proposal, wrote FCC:

. . . It is our opinion that radio transmitting equipment has been refined and developed to the point where today the necessity to have a licensed engineer with the equipment at all times is not only unnecessary, but an added expense which hangs like a millstone around the neck of many small station operators, especially those who, for one reason or another, find themselves with studios and transmitter separate from one another.

In earlier years, the primary goal was to try to stay on the air as much as possible. Stations proudly boasted of extremely small amounts of time off the air due to technical failure. Nowadays, constant operation without technical failure is taken for granted. The necessity to have an experienced technician hovering over the equipment waiting for the equipment to fail is now obviated.

Having operated WKBI without a full complement of first-class operators since last June, I think I can discuss intelligently the results, both favorable and unfavorable, that have resulted therefrom. Our lost air time since then has consisted of three interruptions and the total of all of these interruptions has been less than an hour. Two of these were electric power failures. Our third-class operators have been thoroughly schooled in operation of the equipment, keeping of logs, safety regulations, and the like, together with the importance of keeping a high-level of modulation, which I'd like to discuss more fully later. The third-class men are studying for their regular tickets under the chief

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PAUL M. HAHN, president of the American Tobacco Co., one of radio and television's largest advertisers, takes his place in line as company employes are processed prior to contributing blood to the Armed Forces. A Red Cross Bloodmobile unit visited the company's New York office, 111 Fifth Ave.

McFARLAND BILL *Industry States Objections*

OBJECTIONS by broadcasters to some provisions of the Senate and House-passed McFarland Bill (S 658) were enumerated by Ralph W. Hardy, NARTB government relations director, last week as Senate-House conferees met for the first time on Friday in an attempt to iron out differences between the two bills [B•T, June 23].

Broadcasters want repeal of:

● Equipment purchase section of House bill. This would require the successful applicant to buy the equipment of an unsuccessful licensee if the latter's license was not renewed.

Besides putting the FCC into the position of being "a condemnation appraisal agency" the new licensee might have to buy obsolete equipment, the NARTB comment stated, possibly from a station owner who did not wish to remain in business. Mr. Hardy also declared he understood the FCC was opposed to this provision.

● Suspension and fine provisions of House bill. NARTB declared it would be satisfied if the FCC was given authority to issue cease and desist orders, which "coupled with the power to revoke a license . . . is completely adequate." Senate version of bill authorized the FCC to issue cease and desist orders in addition to the existing power to revoke licenses.

NARTB statement also asked that—

● Senate section removing the double jeopardy clause now in the Communications Act be reinstated. House deleted this provision to eliminate this section from the Act. Section in present Act permits the FCC to revoke the license of a licensee found guilty of anti-trust violations in radio or communications field.

● Reinstatement of provision in Senate version of the bill providing that the Commission may only issue declaratory orders upon request. House dropped this in its version of the bill.

● Section of Horan amendment regarding political broadcasts which specifies that broadcasters may not charge political candidates more than the minimum rate for other purposes, be clarified by deleting the word "minimum" and adding the following:

"For the purpose of this subsection, charges shall include base rates and all other terms and conditions affecting charges."

This would take care of the practical problems raised by the amendment, Mr. Hardy pointed out. He referred to the "normal practice" of granting frequency discounts, and additional charges over and above the time charges—lines, special arrangements for studio equipment, personnel, rehearsal time.

Basically, however, the industry is opposed to any government rate-making, Mr. Hardy pointed out.

Hillbilly for WINS

SWING to hillbilly music in the prime 8-10 p.m. time Monday through Saturday was announced last week by WINS New York General Manager Harry C. Foltz. Beginning tonight (Monday), this two-hour block "will feature nothing but square dances, folk songs, hillbilly and cowboy songs," the announcement said.

'WE CAN DO JOB' NARTB Tells 'Morals' Group

LET US police ourself. We're sure we can do the job.

That, in essence, was radio-TV broadcasters' position when spokesmen Harold E. Fellows, NARTB president, and John E. Fetzer, TV Code chairman, testified last week before the House Interstate & Foreign Commerce Committee subcommittee investigating offensive radio-TV programs.

Committee, headed by Rep. Oren Harris (D-Ark.), adjourned after 2½-hour session Thursday. It is not expected to resume hearings until September, at which time it may sit in New York.

Grind of Congressional deadline, upcoming political conventions—and broiling Washington heat wave—was conducive to the decision for a hiatus in the investigation.

Investigation began early in June, heard parade of witnesses decry what they claimed to be a plethora of crime and horror programs, indecent exposure in the matter of dress and off-color humor and "business." Majority of witnesses, however, objected to beer and wine commercials and drinking scenes in programs. Investigation was result of a resolution sponsored by Rep. E. C. Gathings (D-Ark.).

Main tenor of Mr. Fellows' testimony was the "dangerously generalized" charges of immorality and offensiveness. He also warned against "organized efforts at censorship."

Recalling his 24 years as a broadcaster, Mr. Fellows, who came to the NARTB presidency from the managership of CBS-owned WEEI Boston, told the committee of an organized campaign which in several instances produced complaints of immodest dress against the *Kukla, Fran & Ollie* children's program.

Previous witnesses "with very few exceptions" have failed "to make specific allegations of 'immoral' radio and television programs," he said.

Local criticisms are respected by broadcasters, he pointed out, but "a substantial number of so-called national criticisms . . . tend all too often to be dangerously generalized, and in many cases . . . are inspired by organized campaigns of minority groups having an axe to grind."

"What I do say is that it is virtually impossible to adopt rigid standards of program acceptability that will meet the diversified tastes of the American people. . . . The definition of 'offensive' may, and usually does, vary from community to community depending on a wide variety of factors."

Disagreement with this position was most vocal by Rep. J. Edgar Chenoweth (R-Col.), who declared:

"You have tried to please that segment of the American people who like vulgar, vile and crude, objectionable programs. . . . There are serious, well-founded objections to the types of programs coming into the American home."

Similar attitude was expressed by Rep. Joseph P. O'Hara (R-Minn.), who warned that unless programs improved "something will be done. [There have been] strong criticisms, and not just from one person, of what goes into the home."

But, Rep. Arthur G. Klein (D-N. Y.) termed many of the "thousands of letters" received by the Committee as from the "lunatic fringe." "They must torture themselves by listening to these programs," he said referring to a communication which he did not read into the record.

He also enlivened the hearing with the apocryphal story of the spinster who complained to her apartment house manager that there was a nude man in the apartment across the court. When the manager came up and failed to see any nude man, she replied: "Of course not. You have to stand on a chair and lean way out in order to see him."

Rep. Klein was the committee member in the hearing earlier this month who offered the pungent advice to shocked viewers: "Why don't you turn the damned thing off!"

Broadcasters undoubtedly will adhere to the TV code, Mr. Fetzer told the committee, because it is to their self-interest to do so. But, he admonished, the viewer must exercise some discretion in his selection of programs.

"To buy a television receiver and in effect just let the thing run hour after hour without regard to program selection is an indictment of the taste and discrimination of the viewer just as it is the station who puts on inferior programs," he said. "In other words, enjoyment from a television receiver is related directly to how intelligently the receiver is employed."

Mr. Fetzer, who is owner-operator of WKZO-AM-TV Kalamazoo and WJEF-AM-FM Grand Rapids, emphasized that the station licensee is the final arbiter of what goes over the air from his transmitter.

He agreed, in response to doubts expressed by committee members, that broadcasters must not only purvey to the wants of their audiences, but also attempt to elevate the taste of their viewers.

The TV Code Board will attempt to enforce the provisions of the standards of good programming by persuasion, and by withdrawal of the seal of approval, he observed.

Broadcasters are united in their recognition that they must regulate themselves, Mr. Fetzer asserted. "The public as well as the majority of our industry have a common goal. The industry cannot survive without widespread public approval," he said.

Referring to the widespread differences in public reaction even within the same community, the Michigan broadcaster - telecaster told how a lecture on astronomy by

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Awaiting their turn to testify are Bishop Hammaker, NARTB President Fellows, NBC Executive V.P. Denny and TV Code Chairman Fetzer . . .

NARTB's Government Relations Director Hardy and TV Director Brown put their heads together . . .

CONTROLS

Exemption Machinery Hums On Capitol Hill

AN AMENDMENT designed to free radio and television from wage controls consonant with their price exemption status was approved by the House last week but its adoption may have had only passing significance in the swelling demand for an end to all economic curbs.

The amendment was offered by Rep. Paul C. Jones (D-Mo.) and okayed without objection last Wednesday during debate on extension of the Defense Production Act, which would expire today (Monday) unless extended.

Radio-TV employes and those of other media are under wage controls administered by the Wage Stabilization Board which exercises jurisdiction over AFM, TVA, AFRA and other union contracts.

The House late Thursday voted to end most price controls, under which these media had been exempt, and to retain wage curbs for another year. The former was rejected Friday, however, by a Senate-House conference group set up to iron out differences. Senate voted to extend controls to March 1.

Rep. Jones explained that there is no ceiling on prices charged by radio-TV stations and networks, newspapers, magazines, periodicals and motion picture houses. Thus, he felt, they should be freed from wage ceilings. Enactment of this proposal probably would have varying effects on different-size stations.

Salaried performers in radio and television come under the jurisdiction of the Salary Stabilization Board, which has drafted regulations to be administered by each industry rather than on a mandatory basis by government.

Two other amendments of significance to broadcasters and manufacturers were also rejected by the House the past fortnight. These involved bids to restore standby controls on consumer credit (Regulation W on installment purchases) and to repeal the controversial Capehart formula.

The House Banking & Currency Committee had voted to delete consumer credit curbs authority over purchase of radio-TV receivers and other appliances which the Federal Reserve Board suspended last month [B•T, May 12]. "The threat of dangerous credit expansion has been abated for some considerable time," the committee reported. The Senate wants controls extended to June 30, 1953.

The move to repeal the advertising cost formula, authored by Sen. Homer E. Capehart (R-Ind.), was instigated by Rep. Abraham J. Multer (D-N. Y.). He claimed that prices are 11% higher than before Korea because of the Capehart and Herlong amendments. Under the Capehart formula, manufacturers may compute costs incurred for advertising, selling, administration and research before July 26, 1951, and add them to final selling prices.

RADIO THRIVES WITH TV

VAB Is Told

RADIO can live long and profitably in the same market with television, serving advertisers with a low-cost and efficient mass medium, the Virginia Assn. of Broadcasters was told Friday.

Two successful broadcast operators, whose stations are operating at peak income in a multi-station video market, told the Virginians what to expect when TV enters a market and what to do about it. They were Ben Strouse, manager of WWDC Washington, and Joseph L. Brechner, manager of WGAY Silver Spring, Md.

The Virginia group opened a two-day meeting Thursday at the Chamberlin Hotel, Old Point Comfort, Va. Charles P. Blackley, WTON Staunton, Va., presided.

Speakers included William B. Ryan, Broadcast Advertising Bureau president; Harold E. Fellows, NARTB president; FCC Comr. Rosel H. Hyde, and George C. Davis, consulting engineering (see Hyde-Davis story page 51).

Messrs. Strouse and Brechner showed how they have met the competition of four television stations in the Washington area, maintaining their community roles and continuing to provide advertisers with an efficient means of spreading their message to the buying public.

TV is just another competitor, Mr. Strouse said. "Your town goes TV-happy in the first six months," he warned, with advertisers and listeners going a bit daffy. He advised stations to tell TV advertisers what they are missing if they fail to use radio, keeping them on the list of accounts against the day of "the awakening," even if they spend only small sums.

As to the awakening, he said daytime ratings rebound but nighttime ratings level off and stay at a point below the pre-TV level. "TV stations find costs high, raise rates," he said. "Local advertisers begin to examine costs, frequently return to radio" because it is better on the same dollar expenditure. Local advertisers have increased the purchase of radio time 2½ times since end of the war, he said.

Mr. Strouse said TV set dealers are finding that home demonstrations arranged via radio advertising really work, while newspaper advertising "currently is not pulling." He referred to extensive use of radio for home-freezer plans, with "immediate and sensational" response that has food retailers worried. Safeway Grocery Stores has just signed a contract, he said, suggesting the copy will deal with this subject. "Radio has been the medium that overnight established a revolutionary new method of food purchasing," he noted.

The network picture is "very dark," according to Mr. Strouse, with big advertisers sharply cutting network radio, newspapers and magazines even though the bulk of TV money is "new money." The result has been price-cutting among networks to make deals, he explained, adding, "The future of network radio is not bright."

He advised stations to "program locally, particularly at night," and to hire more and better air salesmen. He particularly emphasized the importance of doing a good local news job. Urging study of rate structures, he said night rates might have to be reduced in some TV areas but daytime rates probably could stand an increase. He urged joint AM-TV operations to split sales staffs.

Since arrival of TV in a city may bring a sharp decline in national spot and network business, he urged radio stations "to do a job with your local advertisers." Study your newspaper competition, he recommended, adjust rates if necessary, examine programming and start fighting even before TV arrives.

Mr. Brechner reminded that WGAY, as a Washington suburban station, competes against all types of electronic media, including a dozen other AM outlets, FM, TV, transit and storecasting. "Radio is surviving and durable," he explained.

He credited ingenious and inspired management, plus aggressive sales policies, with radio's success in the area. He declared WGAY's May business was one of the highest in the station's history, with 1952 likely to run 10%-15% over 1951. Most accounts are suburban and downtown business, he said, with no per inquiry or guaranteed mail order accounts.

TV's main impact centered in two beer accounts, he explained, but this was offset by a major food chain, major department stores and automotive business. Advertisers will use radio if there are enough listeners to justify time purchases, he insisted. He said the small businessman is "our pal because he feels we're his friend." As TV rates climb, Mr. Brechner said, local radio improves.

KOIL CHANGES

Swisher Succeeds Newens

ARDEN E. SWISHER, commercial manager of KOIL Omaha for two and one-half years, has been named general manager, it was announced last week.

Announcement was made by George Sebastian, executive vice president, Stuart Investment Co. of Lincoln, owner of KOIL and KFOR Lincoln. Other personnel shifts were:

Mr. Swisher

Bill Talbot, morning newscaster at KOIL for over seven years, is now program director; Henry Kelpe, a KOIL announcer since 1940, was appointed production manager, and Margaret Croghan, in the KOIL sales department since 1937, was promoted to the post of local sales manager.

Mr. Swisher succeeds William J. Newens, who has resigned. Mr. Newens has joined Allen & Reynolds, Omaha, according to the advertising agency.

FUNDS COMPROMISE

$300,000 More for FCC

SUM of $6,408,460 for the FCC for the 1953 fiscal year was voted by a Senate-House conference committee last week.

The sum is $300,000 more than the House voted for the FCC last March [B•T, March 24] and that much less than the Senate voted for the Commission early this month [B•T, June 9]. If both houses now accept the report, the appropriation bill will go to the White House.

According to informed sources, the entire $300,000 can be considered earmarked for TV because that was the sense of the Senate's $600,000 increase. The conference report (H Rept 2315) indicated that the House accepted the Senate's amendment increasing the FCC's appropriation, but halved the sum.

The Senate increase was recommended "to provide more adequately for the increased workload occasioned by the lifting of the television 'freeze'."

Conference committee also called on the FCC to look into the matter of levying fees for its services. There is some question whether the wording of the conference report does or does not require the Commission to charge fees. It is felt, however, that the provision is strong enough to force the FCC to reinvestigate the feasibility of fee-charges, determine carefully that it is or is not practicable.

The wording of the sentence in question reads:

The conferees are advised that the FCC under the provisions of Title V of the Independent Offices Appropriation Act, 1952, are (sic) authorized to levy fair and equitable fees in connection with the issuing of licenses. The conferees, therefore, request the Commission to give prompt attention to the matter with a view to levying such fees at the earliest practicable date.

The Senate requested the Commission to investigate the possibility of charging such fees "in order that such work of the Commission may be made self-sustaining to the fullest extent possible. . . ."

In response to the original suggestion that fees be charged, made in the 1952 appropriations, the FCC had reported that its investigation showed that revenues raised through such a course would be insufficient to justify the additional personnel and work necessary. Thus, the Commission concluded that the charging of fees was not feasible.

It is believed that the increase of $300,000 which the Commission received over that proposed by the House would enable it to hire between seven and eight additional examiner teams to take care of the expected avalanche of TV applications. An examiner team comprises an examiner, attorney, engineer, accountant and clerical help, at an annual cost of $40,000.

During the hearing before the Senate Appropriations Committee, Interstate & Foreign Commerce Chairman Edwin C. Johnson (D-Col.) and committee member Sen. Homer E. Capehart (R-Ind.) plumped for a boost of $800,000 on the assumption that that sum would permit the hiring of an additional 20 examiner teams. When the Senate voted only $600,000 additional, Sen. Johnson estimated that that sum would permit the hiring of 15 additional examiner teams. Ten other influential members of the Senate Commerce Comittee joined with Sens. Johnson and Capehart in signing a proposal favoring the $800,000 boost in FCC funds [B•T, May 26].

Although FCC officials were grateful for the extra $300,000, there were indications that a drastic realignment of personnel would be necessary to cope with the TV workload. Other activities of the Commission will be cut, it was made clear, to move TV applications along the processing line.

Repeated also were warnings that the hiring of new personnel was not the end of the problem. It takes about a year to properly train all elements of an examiner team, it was pointed out.

The sum recommended is $1,666,540 below that requested by the President. It is also about $180,000 below the present operating level of the Commission.

Included in the $6,408,460 budget for the July 1, 1952-June 30, 1953 year was $88,525 top for travel expenses. The President had asked for $118,000. This was cut to $78,700 by the House, raised to $98,350 by the Senate. The $88,525 figure is half of the difference between the House and Senate recommendations.

It is believed that the Commission will find it necessary to hold most TV hearings in Washington because of its limited travel funds.

SET SALES

Outlook Encouraging, RTMA Told

OUTLOOK for sales of radio and TV receiving equipment is encouraging, with the manufacturing industry in an excellent position to meet a rising demand for TV sets as new video markets are opened, the Radio-Television Mfrs. Assn. was told last week at its 28th annual convention held at the Palmer House, Chicago.

The convention closed Thursday night with presentation of the first RTMA Medal of Honor to Brig. Gen. David Sarnoff, RCA board chairman (see story this page).

While an upward trend was foreseen in radio-TV demand by RTMA President Glen McDaniel, he said a sudden surge in set sales should not be expected. Instead he anticipated "a gradual rise in 1952 and for several years thereafter."

The going rate of electronics and communications for civilian set output plus replacements and accessories, is about $1½ billion, Mr. McDaniel told the RTMA membership. Adding $2½ billion for the military, the industry's total production rate is $4 billion, exceeding the peak during World War II.

In the military field, he said, electronics and components output is eight times that of the three months after the outbreak of the Korean fighting and three times the figure one year ago. A rise of 50% or more can be expected by the end of 1952, when it will level off, he said.

Mr. McDaniel reviewed the greater statistical services performed by RTMA since the headquarters staff has been expanded. He paid a tribute to General Manager James D. Secrest and to Robert C. Sprague, RTMA board chairman, for their services.

The RTMA is planning a major statistical project—reports on sales and inventories of radio and TV sets at the retail level, he said. The service has been tried on an experimental basis and is to be financed by subscriptions. Data will be on a regional basis, with first reports to be made in September.

The joint FM promotion conducted with NARTB in selected areas has shown that FM receivers can be successfully marketed under favorable conditions, he explained, and has virtually eliminated friction between some FM broadcasters and set makers.

Work of the RTMA Sports Committee in sponsoring publication of the Jordan studies showing TV's effect on attendance at sports events has offset much of the misinformation on this subject, he said. The committee was credited with "greatly improving relations between the industry and sports organizations by inducing set manufacturers to promote public support of professional sports in their respective communities."

Mr. McDaniel outlined legislative and regulatory contacts of the association, including the successful fight against the proposed increase of the set tax from 10% to 25% and relaxation of Regulation W. Other activities reviewed were the 1952 components symposium and the Dept. of Justice anti-trust investigation of RTMA and manufacturers.

John W. Craig, vice president and general manager of Crosley Div. and chairman of the RTMA Set Division, reported to the convention that radio set sales, particularly portable and auto models, "have continued surprisingly active, and there is every indication that they will continued so in the years ahead."

As to TV receivers, Mr. Craig predicted sales will rise in 1953 and remain for several years at a higher level than at present.

During the past fiscal year, production of radio and television sets was maintained "at a reasonably stable level except for normal seasonal fluctuations although it did not reach either the peak or the depression of the previous year," he reported. Pressure of scare buying, which began with the outbreak of the Korean War, and later accumulation of excessive inventories and slow sales, were no longer factors during the last year, he said.

Mr. Craig said set sales were stimulated last summer when Congress, at RTMA and industry suggestion, relaxed Regulation W. Production and sales rose until the end of the calendar year, when the

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SARNOFF AWARD

Highlight at RTMA Meet

FIRST "Medal of Honor" awarded by Radio-Television Mfrs. Assn. was presented Thursday night to Brig Gen. David Sarnoff, RCA board chairman, for outstanding contributions to the advancement of the radio-television and electronics industries.

The medal was presented to Gen. Sarnoff at the RTMA banquet climaxing the 28th annual convention at the Palmer House, Chicago. Authorized by the RTMA board in February, the award is to be made yearly to the person, company or organization which the RTMA directors believe has performed a distinctive service for the industry.

Gen. Sarnoff was nominated for the award by the annual Awards Committee, headed by Leslie F. Muter, chairman. The selection was unanimous. Mr. Muter said the award recognizes the many achievements of Gen. Sarnoff over a long period, with credit to his part in bringing the industry to its present stature.

Chairman Robert C. Sprague, of RTMA, said he was presenting Gen. Sarnoff the award "as a small token of the esteem in which you are held by your fellows and in recognition of your many notable achievements toward the development and progress of the radio-television industry."

RTMA ELECTION

Plamondon Is Board Chmn.

A. B. PLAMONDON Jr., president of Indiana Steel Products Co. of Chicago, was elected board chairman of the Radio-Television Mfrs. Assn. when it met in Chicago Friday. He succeeds Robert C. Sprague, president of Sprague Electric, North Adams, Mass.

Mr. Plamondon

Mr. Plamondon formerly served as chairman of RTMA's Small Business Committee, as a vice president and as chairman of the Parts Division.

The RTMA board also re-elected Leslie F. Muter, president of The Muter Co., Chicago, as treasurer for his 17th term. It also re-named Dr. W. R. G. Baker, vice president

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L. A. CONVENTION

NARTB Works Out Plans

ANNUAL NARTB convention in 1953 will be held at the Biltmore Hotel, Los Angeles, starting either April 28 or 29, under plans worked out last week by the NARTB Board's Convention Committee.

The committee, at a meeting in Chicago, favored a Wednesday starting date for the annual three-day convention to take advantage of the special airline family rates available early in the week.

At the weekend Chairman Clair R. McCullough, WGAL Lancaster, Pa., was understood to be considering proposals for a Tuesday starting date. This plan would still give delegates access to special airline rates since Los Angeles can be reached within a day from most cities.

Annual equipment show will be staged in the Biltmore ballroom, though additional rooms may be added. Light equipment and service exhibits are usually placed on a special floor.

The Engineering Conference will be held at the same time as the main convention, under present plans, with meetings to be held in the Philharmonic Bldg., across the street from the Biltmore. Main convention meetings will be held in the Biltmore Theatre, adjoining the hotel, as was the case at the 1948 Los Angeles convention.

Chairman McCollough and C. E. Arney Jr., NARTB secretary-treasurer, will go to Los Angeles in the near future to check facilities. All convention plans are subject to negotiation of satisfactory contracts for facilities. NARTB already has an option on the Biltmore Theatre and has had preliminary discussions on other facilities.

The Biltmore and the new Statler, now near completion, will house delegates though other hotels may be utilized if necessary.

Little work has been done on the convention agenda other than to set the opening time for 10:30 a.m. on the 28th or 29th.

Attending the Tuesday committee meeting were Chairman McCollough; Jack Harris, KPRC-TV Houston; Albert Johnson, KOY Phoenix; Howard Lane, WJJD Chicago; H. W. Slavick, WMC Memphis; Calvin J. Smith, KFAC Los Angeles. Hugh B. Terry, KLZ Denver, was excused. Attending for NARTB were Mr. Arney; Harold E. Fellows, president, and Robert K. Richards, assistant to the president.

NARTB representatives also met with the Register and Vote Committee in outlining procedure on the upcoming get-out-the-vote campaign for broadcasters. The drive is sponsored by the Advertising Council and American Heritage Committee in cooperation with Leo Burnett Agency, Chicago, which volunteered its services.

NARTB will release its own materials for radio and television station promotion of the public service campaign.

Promotion matter will be distributed in two portions of the campaign, the first extending over 30 days at the local level in cooperation with state broadcasting associations. Late last week, 16 of the 38 state groups had agreed to extend the campaign to the local level. In areas where there is no state group, NARTB members will select a vote committee. This intensified 30-day campaign will be conducted in each state immediately before registration closes.

The second phase of the campaign will take place 10 days before the Nov. 4 election. NARTB hopes to place 10 spots daily on every station in the country, with 23,000 daily as the goal.

Participating with the other cooperating agencies, NARTB will release a promotion kit aimed at work on the local and state level.

NARTB hopes to work out a package which can be aired as a sponsored public service feature.

TV Applicant List Grows

(Continued from page 23)

License Division will aid processing after July 1 and not place an applicant in the possible position of learning later he must amend his bid, during which time a competitor might get a grant.

Effective last week, the mechanical survey of applications for "acceptance for filing" is being done on the basis of the city priority lists so that all bids on hand will be ready on time for processing by FCC's lawyers, engineers and accountants. The License Division expects this check will be two months ahead of actual city processing after the temporary procedure gets under way.

Petitions filed at deadline last Monday, seeking reconsideration or amendment of the Sixth Report lifting the TV freeze and setting the final allocation plan [B•T, April 14], included the following :

WMCT (TV) Memphis requests rehearing of the Sixth Report provision that the station be changed from Channel 4 to Channel 5. Earlier petition on same subject asked for modification of the Sixth Report to specify change to Channel 3 [B•T, May 5]. WMCT charges FCC erred in requiring it to move to Channel 5 since its transmitter site is 187.5 miles from Nashville (also allocated Channel 5), the distance being less than the required 190-mile minimum established for Zone II stations.

WREC Memphis asks dismissal of WMCT's petition on ground the Sixth Report requires WMCT to file for Channel 5 and another cannot be substituted. WREC is applicant for Channel 3.

WISN Milwaukee, requesting immediate grant of its long-pending application for Channel 10, petitioned for reconsideration of Sixth Report provisions deleting Channels 6 and 10 from commercial assignment there. Channel 10 is now reserved for noncommercial, educational use. Similar petition was filed earlier by WFOX Milwaukee, seeking "same procedural rights" to Channel 12 as it had to Channel 8, for which it was long applicant [B•T, June 23].

WSAL Logansport, Ind., seeks rehearing of Sixth Report provision denying assignment of Channel 10 there.

KROW Oakland, Calif., asks reconsideration and reversal of Sixth Report provisions which (1) removed its application from hearing and opened it to comparative consideration with new, non-hearing applications and (2) reduced from six to four the number of commercial VHF channels assigned to the San Francisco-Oakland area.

WLBR Lebanon, Pa., seeks reconsideration or rehearing of allocation of UHF Channels 15 and 30 to Lebanon and Baltimore, respectively, on grounds FCC's minimum separation requirement of 75 miles (to prevent image interference) would preclude establishment of its TV transmitter at the AM site. WLBR's argument relates to that earlier of Chesapeake Television Broadcasting Inc., Baltimore UHF applicant, asking reshuffle of UHF channels at Baltimore, Harrisburg and Reading, Pa., to overcome minimum spacing errors [B T, June 23].

WCAE Pittsburgh seeks rehearing and assignment of Channels 4 and 9 there on commercial basis.

WSIX Nashville asks modification or appeal of Sec. 3.613 to clarify "ambiguities" respecting main studio site requirements.

WBEC Pittsfield, Mass., requests substitution of UHF Channel 68 at Rutland, Vt., in lieu of Channel 49 to meet separation requirements at only suitable transmitter site.

A. Earl Cullum Jr., Dallas consulting engineer, contends the Commission in the Sixth Report "proposes to make final decisions that are not consistent with the notice of hearing." This applies to the table of assignments as well as technical standards, he holds.

WHYU Newport News, Va., requests assignment of UHF Channel 33 there rather than to Norfolk-Portsmouth-Newport News as a whole.

Polan Industries, Youngstown, Ohio, maker of television tube blanks and prospective TV applicant, asks addition or substitution of another UHF channel there. UHF 75-mile separation problems are raised.

KDTH Dubuque, Iowa, requests reconsideration of FCC's denial of earlier petition for allocation of VHF Channels 5 and 11 there.

Mercer Broadcasting Co., operator of WTOA (FM) Trenton, N. J., asks rehearing with respect to the assignment of VHF channels there exclusive of consideration of UHF channel assignments. Firm charges FCC's conclusion that VHF and UHF channels shall be allocated homogeneously rather than separately is unlawful, violating Sec. 307(b) of the Communications Act.

Lehigh Valley Television Inc., applicant at Allentown, Pa., seeks rehearing on same grounds as Mercer Broadcasting, also citing incomparable VHF and UHF coverage capabilities.

WLAN Lancaster, Pa., asks reconsideration and rehearing of the Sixth Report to set aside FCC's show cause order switching WGAL-TV Lancaster from Channel 4 to Channel 8. WLAN earlier petitioned FCC for comparative hearing of its application with that of WGAL-TV for Channel 8 and appealed the case to the U. S. Court of Appeals for the District of Columbia [B•T, June 16].

WGAL-TV in turn requests FCC to dismiss WLAN's bid for comparative hearing and asks FCC to issue an order modifying its license to specify Channel 8, including special temporary authority to continue operation on Channel 4 until the changeover can be effected. WGAL-TV also filed with the Court of Appeals for intervention in the WLAN complaint.

Study of the pending applications reveals the comparative high cost of television construction and operation, based on typical balance sheets and income statements submitted with the bids.

The 17 stations which have filed to make facilities changes required by the Sixth Report have costs of conversion ranging from $91,000 for WSAZ-TV Huntington, W. Va., to $561,000 for WHIO-TV Dayton, Ohio. WSAZ-TV seeks to change from 16.8 kw effective radiated visual power on Channel 5 to 84 kw on Channel 3, using same site and antenna. WHIO-TV, to change transmitter site, is to change from 24 kw on Channel 13 with 517 ft. antenna to 200 kw on Channel 7 with 1,086 ft. antenna.

AFTER adoption of a constitution, the newly-formed Hawaiian Assn. of Radio & Television Broadcasters held elections. Among those voted into office were (l to r) William O. Paine, general manager of KGU Honolulu, secretary-treasurer; Jack A. Burnett, president-general manager, KULA Honolulu, president, and Fin Hollinger, general and commercial manager, KPOA Honolulu, vice president. This trio automatically serve on the five-man board of directors. Other directors, not pictured here, are Ezra J. Crane, general manager, KMVI Wailuku, Maui, and Ralph M. Fitkin, president, KHON Honolulu.

Two other existing stations' changes will cost more than $450,000 and two others exceed $350,000. The former are WDEL-TV Wilmington, Del., and WGAL-TV Lancaster; the latter WOOD-TV Grand Rapids and WTMJ-TV Milwaukee.

WXEL's switch from Channel 9 to 8, power boost to 316 kw and studio move, as approved by the Commission, will cost $237,000, according to present estimates.

Estimated construction costs submitted for requested new stations range from $100,580 for Fairmont Broadcasting Co. (WVVW), seeking UHF Channel 35 at Fairmont, W. Va., to $1,810,000 for Westinghouse Radio Stations Inc. (KDKA), seeking VHF Channel 11 at Pittsburgh.

Under $110,000 Cost

There are five applications already on file for stations costing less than $110,000. In addition to WVVW's UHF bid, these include Cedar Valley Broadcasting Co. (KAUS) for VHF Channel 6 at Austin, Minn., estimated to cost $101,880; Southeastern Broadcasting System (James S. Rivers), Albany, Ga., VHF Channel 10, $107,200; Washtenaw Broadcasting Co. (WPAG), Ann Arbor, Mich., UHF Channel 20, $108,000; and Georgia-Carolina Broadcasting Co. (WJBF), Augusta, Ga., VHF Channel 6, $88,000 (not including several major items of equipment on hand). WJBF's original application estimated total $103,000 cost of construction.

Another low cost station is proposed by Central Kentucky Broadcasting Co., licensee of WLEX Lexington, which expects its UHF Channel 33 outlet will cost $115,500.

Four pending applicants propose stations costing in excess of a million dollars. Topped by Westinghouse's KDKA Pittsburgh at nearly two million, the others include Fisher's Blend Station Inc. (KOMO), Seattle, seeking VHF Channel 4 with cost estimated at $1,115,460; Isle of Dreams Broadcasting Corp. (WIOD), Miami, VHF Channel 7, $1,259,957; and Miami Broadcasting Co. (WQAM), Miami, also seeking Channel 7, $1,246,682.

Westinghouse estimates it will cost $1,840,000 to operate its Pittsburgh station the first year, with income of $2,650,000 predicted.

The other three major installations estimate annual operating costs and expected revenues of around a million dollars.

Four other applicants propose installations of almost a million dollars. Westinghouse seeks such stations in two locations, Fort Wayne, Ind., and Portland, Ore. It is licensee of KEX Portland. The Fort Wayne bid is for UHF Channel 21 ($997,000); Portland, VHF Channel 8 ($855,000).

Vindicator Printing Co. (WFMJ), Youngstown, Ohio, will spend $971,943 to build on UHF Channel 33 there, while the Tribune Co. (WFLA), Tampa, Fla., expects it will take $961,887 to construct an outlet on VHF Channel 8 there.

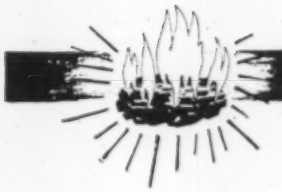
Some 42 of the applications now on file request stations costing less than $200,000; 39 applications are in the $200,000-299,999 category; 37, $300,000-399,999; 15, $400,000-499,999; 15, $500,000-599,999; 9, $600,000-699,999; 3, $700,000-799,999; 1, $800,000-899,999; 3, $900,000-999,999; 4 in excess of $1 million.

Westinghouse Radio Station's four proposed outlets will cost together in excess of $4 million to construct. The least expensive will be the TV counterpart for KYW Philadelphia, on UHF Channel 17, estimated at $440,000.

Westinghouse expects to bear a substantial operating loss of the UHF station at Philadelphia during the first year's operation. Cost of operation is expected to total $1,117,000, while revenue of only $279,000 is predicted. Operation estimate is based on the firm's experience with its WBZ-TV Boston.

The Philadelphia application noted that the city is presently

(Continued on page 34)



A MONTHLY REPORT TO EDITORS

Highlighting Significant Facts about Bituminous Coal

NEW COAL DEPOSITS TO AID WESTERN STEEL INDUSTRY.

Pointing again to the fact that the U. S. has tremendous coal reserves, the Bureau of Mines has announced the discovery of new deposits of high-grade metallurgical coking coal in the Coal Creek District of Gunnison County, Colorado, so located that the fuel can be supplied to the growing steel industry of the Far West. The minable reserves of the newly-found deposit, the Bureau says, will run to more than 100 million tons of bituminous coal.

INCREASING SHARE OF COAL PRODUCTION BEING "LAUNDERED" FOR MARKET.

Today, more than 40% of the nation's coal production is being "laundered," sized, graded, and treated for market by modern coal preparation plants. In the past four years the number of preparation plants has grown from 461 to 638. These plants turn out coal that is tailor-made to each customer's specific needs. This better-prepared coal is one reason why today's modern coal-burning equipment can get anywhere from 10 to 40% more power from each ton of coal than was possible a few years ago.

MAJOR STEP TAKEN IN BUILDING NEW COAL CHEMICALS INDUSTRY.

Coal's big future as a basic raw material has been brought nearer by Union Carbide & Carbon Corporation's new coal hydrogenation plant in West Virginia. This pilot plant marks the longest forward step yet taken to launch a coal chemicals industry in the United States. Formerly coal chemicals have been produced only as by-products of the steel industry's coking ovens, but this source of supply has not kept pace with demand. Output of aromatic coal chemicals from coking ovens has increased only 3 to 5% a year while demand for these chemicals has been rising at the rate of 25 to 36%.

MODERN COAL HANDLING IS FACTOR IN PRODUCING LOW-COST POWER.

A new conveyor belt that carries coal 2½ miles from mine to river barges is helping to make possible the economical generation of additional electric power in the Kanawha River Valley near Charleston, West Virginia. The belt, with a capacity of 550 tons of coal an hour, eliminates an expensive 14-mile round-trip trucking operation. Result: Lower-cost electric power (thanks largely to modern coal handling) which is attracting new industries to the area. A new electric generating station is being built, and plants already in the region are expanding their outputs in step with this increasing power potential.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

TV Applicant List

(Continued from page 32)

served by three VHF stations and VHF set circulation is over a million receivers.

"It is not known how rapidly an audience can be built for a new UHF service since it will be necessary for present set owners to have their receivers modified or purchase new sets in order to receive the transmission from the proposed station on Channel 17," FCC was told. "Since the income of a radio or television station is related to the potential audience, it is expected that the first year of operation will be conducted at a substantial loss."

Pennsylvania Broadcasting Co., a subsidiary of Gimbel Bros., New York, and licensee of WIP Philadelphia, expects it will cost $600,000 to build the UHF station it proposes on Channel 29 at Philadelphia. First year operating cost is put at $500,000 and revenue is not estimated.

Typical full-power VHF station might be that of Scripps-Howard Radio Inc. at Knoxville, Tenn., where it operates WNOX. Channel 10 with 316 kw ERP is sought, using 620 ft. tower. Estimated construction cost is $546,693, while first year operating cost and revenue will be $441,480 and $418,600, respectively.

Scripps-Howard Radio operates two TV stations now: WCPO-TV Cincinnati (WCPO affiliate) and WEWS (TV) Cleveland. Scripps-Howard Radio is owned by E. W. Scripps Co., which controls the Memphis Pub. Co., licensee of WMC and WMCT (TV) Memphis.

Scully to Good Luck

WILLIAM H. SCULLY, advertising brand manager for Lever Division, Lever Bros. Co., New York, has been named advertising manager of company's Good Luck Division, effective immediately. Mr. Scully succeeds J. Harvey Howells, recently promoted to advertising manager of Lever Division.

Russell Reception

F. M. (SCOOP) RUSSELL, vice president of NBC Washington, and Mrs. Russell were hosts to 200 guests at the Carlton Room of the Carlton Hotel, Washington, D. C., last Wednesday. Among those attending the reception were members of FCC, of the Senate and House, and radio-press representatives. Secretary of Agriculture Charles F. Brannan; Secretary of the Senate and Mrs. Leslie Biffle, and other members of Washington officialdom were among the guests.

Rayburn, Finch Split

THE WNEW New York disc jockey team of Gene Rayburn and Dee Finch will be dissolved Jan. 1, 1953. On that date, Mr. Rayburn will move to WNBC and WNBT (TV) New York with whom he has signed a five-year contract.

Mr. REMBERT Mr. RUNYON Mr. GREENWELL

. . . in new posts at Daily Times-Herald and KRLD stations

Streibert Named General Telecasting Head

(Continued from page 23)

tions that an MBS television network was involved in the General Telecasting project. It was believed General prefers to keep radio and TV operations completely separate.

Official announcement was made last week that the name of Thomas S. Lee Enterprises, General Tire & Rubber Co. subsidiary, had been changed to General Teleradio Inc. The firm is incorporated in California and is parent company of WOR-AM-TV, Yankee and Don Lee networks as well as MBS majority stockholder.

At a meeting of MBS stockholders Thursday, Ward D. Ingrim, Don Lee executive vice president, was elected to the network board. Previously Thomas F. O'Neil, president and board chairman of MBS, had announced election of Jack R. Poppele, WOR vice president in charge of engineering for radio and TV, as engineering vice president of MBS. Julius F. Seebach Jr., WOR vice president in charge of radio and TV programming, had been named MBS vice president in charge of programs.

Board members of MBS now include Messrs. O'Neil, Ingrim and Poppele; E. M. Antrim, WGN Chicago; Willet H. Brown, of Don Lee; H. K. Carpenter, WHK Cleveland; Benedict Gimbel Jr., WIP Philadelphia; Linus Travers, Yankee Network; Frank Schreiber, WGN Chicago; William H. Fineshriber, MBS New York; James E. Wallen, MBS New York.

All other MBS officers were reelected Thursday, including Mr. O'Neil as president and Mr. Fineshriber as executive vice president; Adolf N. Hult, vice president in charge of sales; Earl M. Johnson, vice president in charge of station relations; Robert A. Schmid, vice president in charge of advertising, public relations and research; Mr. Wallen, secretary-treasurer; George Ruppel, controller; Elisha Goldfarb, asistant secretary and Emmanuel Dannett, assistant secretary.

Fall Schedules

(Continued from page 23)

the firm's *Old Gold Amateur Hour*, presently heard in this period has not yet been assigned a new time on the network. However, officials of both the agency and network are expected to conclude negotiations for a new time shortly.

Listerine toothpaste, through Lambert & Feasley, New York, is looking for a half-hour TV film to be placed on a regional basis. The firm is expecting to introduce a new product on the show, it was understood.

Esquire shoe polish, through Emil Mogul, New York, is expected to renew the Kate Smith daytime program on NBC-TV on an alternate-week basis starting in the fall.

Another agency switch was announced late last week by Chicopee Mills Inc.'s cotton and plastic divisions, when Lennen & Mitchell, New York, was named to handle the firm's advertising, effective immediately.

Both Coca Cola Co. (D'Arcy agency) and General Foods (Young & Rubicam) still are in negotiation with Bing Crosby for possible radio and TV package.

L-W Issues New Show

SECOND of its new across-the-board programs, *The Sunshine Boys*, 15-minute gospel songs show, has been released by Lang-Worth Feature Programs Inc. First broadcast is set for July 6, C. O. (Cy) Langlois, president, has announced.

MATERIALS REPORT

Paley Completes Project

CBS BOARD Chairman William S. Paley last week completed his special assignment as chairman of the President's temporary Materials Policy Commission with praise from Mr. Truman for a "landmark in public services" he and staff had achieved during the past 17 months [CLOSED CIRCUIT, June 2].

Formal presentation of the commission's "trail-blazing" report and recommendations on U. S. raw materials resources for the next 25 years was made to the Chief Executive at the White House last Monday. Mr. Paley and other commission members were present for the ceremonies.

The CBS board chairman has been commuting to Washington since January 1951.

KRLD CHANGES

Runyon Announces New Posts

JOHN W. RUNYON, newly-elected board chairman of *The Daily Times Herald*, Dallas, last week announced executive changes at the *Times Herald*, and at the newspaper affiliate, KRLD-AM-FM-TV Dallas.

Mr. Runyon, who succeeded to the board chairmanship following the death of Thomas C. Gooch [B•T, June 23], made the announcement following meetings of the stockholders and the board of directors.

Clyde Rembert, who has been managing director of KRLD-AM-FM-TV, was named president of the radio-TV properties.

D. A. Greenwell, who previously was *Times Herald* vice president and treasurer, was elevated to the post of first vice president and treasurer of the newspaper. Mr. Greenwell also retains the duties of KRLD vice president-treasurer.

C. V. Upton, heretofore *Times Herald* secretary, was raised to the post of second vice president and secretary of the paper and assistant secretary of KRLD.

Clyde Taber, general superintendent of the newspaper, retains his title of assistant secretary of KRLD.

Allen Merriam, until now editor, becomes editor-in-chief. B. C. Jefferson, who has been associate editor and chief editorial writer, assumes the title of editor along with his editorial writing duties.

Four new board members, who join those men already mentioned to compose the full board, are Sam R. Bloom, advertising director; Albert Jackson, assistant advertising director; James F. Chambers Jr., managing editor, and Mr. Rembert.

Mr. Chambers also was appointed a member of the executive committee to fill the vacancy created when Mr. Runyon became president of the newspaper. Other executive committee members are Chairman Greenwell and Messrs. Merriam, Upton and Jefferson.

CBS Radio Film

ESTIMATED 400 top-level agency personnel in Chicago saw the CBS Radio film presentation, "More Than Meets the Eye," at the Drake Hotel Tuesday. The cocktail party-buffet was preceded by showing of the film, which is making the CBS station circuit this month. H. Leslie Atlass, CBS Central Division Vice President, introduced Adrian Murphy, president of CBS Radio, and John J. Karol, vice president in charge of network sales. Mr. Karol in commenting on the strength of the network's fall radio lineup saleswise, said: "As of today CBS is 90% as solidly sold as it was in September of last year. We are convinced we can beat last year's record."

50,000 WATTS - CBS

WJR

DETROIT

50,000 WATTS - CBS

WGAR

CLEVELAND

announce the appointment of

THE HENRY I. CHRISTAL CO.

as national representatives

Effective July 1, 1952

Chicago Political Show

(Continued from page 25)

bined costs for both the GOP and Democratic conventions.

There are conflicting reports—and claims—about the number of affiliates each TV network has lined up. One estimate, completely unofficial, was that NBC-TV will have 46 or 47; CBS-TV 36 or 37; ABC-TV 13 or 17.

Four DuMont stations will carry the convention programs sponsored by Westinghouse on CBS-TV, and in addition DuMont may originate some special programs of its own. DuMont stations carrying the Westinghouse programs—and being paid by Westinghouse — are WGN-TV Chicago and the three DuMont-owned stations: WABD (TV) New York, WTTG (TV) Washington, and WDTV (TV) Pittsburgh. DuMont will air its *Starring the Editors* at different times July 9 and 23.

In addition to actual convention coverage, national, regional and local advertisers are lining up for programs built around the two political conferences.

Sponsor breakdown for national radio-TV networks and estimated contract value:

ABC radio and television, Admiral Corp. ($2 million); CBS Radio and Television, Westinghouse Electric Corp ($3 million); DuMont, Westinghouse; MBS, co-op sponsorship; NBC radio and television, Philco Corp. ($2 million).

NBC-TV reportedly last week was in a quandry, along with its affiliates, over a possible conflict with network coverage of the All Star baseball game Tuesday (July 8). The Gillette Co. signed for baseball coverage, as part of a sports package, before Philco negotiated political commitments. NBC was reported to be conferring with the Republican National Committee in an attempt to have the GOP schedule routine business that afternoon.

Interrupt for Bulletins

Mutual was beset with the same problem. It is covering the All Star game on radio. At last reports MBS was planning to air the game and interrupt for any bulletins from the convention floor.

Individual stations using direct lines, microphones and other equipment are joining a pool arrangements at $250 each, with an additional $200 for installation of lines. William McAndrew and George McElrath, NBC New York, were coordinating details. Stations ordering the pooled pickup will channel it to their individual studios.

Small stations will benefit from the NARND arrangement, with the trade group and Chicago Broadcasters Assn. operating a headquarters newsroom at Convention Hall. Accredited radio-TV newsmen are invited to headquarters in the hall, where TV sets, telephones and other facilities will be available. Magnecord Inc. will operate tape recording equipment in adjoining space. Charge for tapes will be $5 for five minutes and $9 up to 15 minutes covering cost of air mailing to the newsman's home station. NARND explained:

At previous conventions, only the largest stations and networks could afford direct coverage because of excessive costs. Charges to be assessed at the 1952 convention for broadcast facilities indicate that such costs will reach an all-time high this year. A price of $700 was fixed for the use of broadcasting booths, for example, and even when the cost was reduced because of vigorous complaints from radio stations, the price was still beyond the limits of most news budgets. Premium charges are being assessed also for the installation of lines and loops and other technical equipment, making it additionally costly for stations to originate remotes at Convention Hall.

The cost factor had posed difficulties among certain individual stations who plan out-of-town feeds [CLOSED CIRCUIT, June 23]. Some stations will carry only one of the two conventions. Arrangements Committee is headed by Spencer Allen, WGN-TV Chicago, CNBA president.

Six times the number of independent radio-TV entities than were at the 1948 conventions asked for and received space assignments at the two conventions, the Senate-House Radio-TV Gallery superintendents reported.

Provisions for stations scheduled to report direct from Chicago include 11 booths on the second floor of Exhibition Hall, adjacent to the Amphitheatre, plus six tables for independent stations to tie-in for direct broadcasts to their home stations.

Assigned booths are the following: WINS New York, WSRS Cleveland, WLW Cincinnati, CBC and BBC, WHDH Boston, WKRC Cincinnati, WXLW Indianapolis and WAPI and WAFM-TV Birmingham, KTRH Houston, WMT Cedar Rapids, KRNT Des Moines and KFWB Los Angeles.

WSRS and KFWB also will have direct lines to their stations from seats in the radio-TV section of the convention floor.

At the GOP convention, 311 radio-TV organizations have been accredited. They will have 724 radio newsmen and commentators, 466 technicians and 681 staff men (producers, directors, etc.) to handle the pickups.

At the Democratic convention, 305 organizations have been accredited. They plan to have on deck 721 newscasters and commentators, 468 technicians and 683 staff men.

Networks will have more than 900 accredited newscasters, technicians and staff personnel running things at the two conventions. Following are the breakdown: ABC radio, 141; CBS Radio, 105; NBC radio, 201; MBS, 138; ABC-TV, 100; CBS-TV, 149; NBC-TV, 57, and NBC-Newsreel, 26.

Overlooking the convention floor at the back of the amphitheatre will be six booths. One each have been assigned to ABC, CBS, NBC, MBS, the radio pool, and the TV pool.

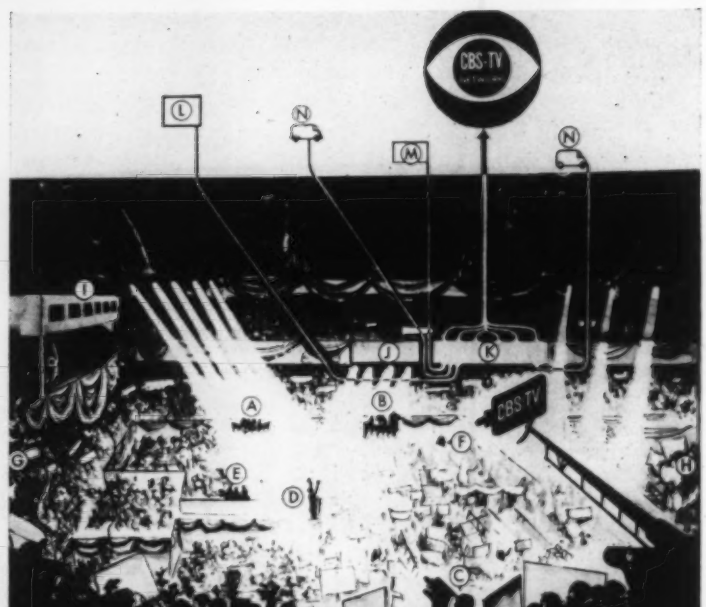
All radio-TV organizations have been berthed on the fifth floor of the Conrad Hilton Hotel. Room 539A is the headquarters of the Senate - House Radio - TV Gallery staff.

Applications of networks and stations were screened by the Radio-TV Correspondent Galleries in cooperation with Edward Ingle and Ken Fry, respective radio-TV directors of the GOP and Democratic National Committees. Staff members are led by D. Harold McGrath and Robert Menaugh, respective gallery supervisors in the Senate and House.

High power stations also will receive special service during the conventions through Clear Channel Broadcasting Service, which will maintain four large studios at the amphitheatre, plus two more at the Hilton hotel. CCBS will offer facilities for "live" feeds and tape recordings to some 15 stations, with engineers from WGN and WLS supervising details. Additionally WJR Detroit will provide mobile units. WLW Cincinnati, another clear, will have its own staff.

Cost of equipment slated for convention use will be astronomical. NBC alone is sending about $1.5 million worth to Chicago. Neither are other networks skimping.

Other media are going all out. AT&T Long Lines has provided some 670,000 miles of teletypewriter circuits, serving some 7,500 press locations. Illinois Bell will have over 1,000 telephones, 30 telephoto and 215 radio channels, and 70 visual and audio TV channels, plus walkies-talkies. More than 70 United Press Movietone cameramen, directors and other personnel will headquarter in Chicago. Plans are underway for on-the-spot processing, according to William C. Payette, UP TV manager. UP will move scripts over its TV wire to client stations.



ELABORATE preparation for CBS Television Network coverage of the Republican and Democratic National Conventions from the International Amphitheatre in Chicago is sketched in this chart by the CBS-TV Graphic Arts Dept. Symbols are these: (A), (B) and (C), cameras; (D) speaker's rostrum; (E) commentators' table; (F) walkie-talkies; (G) rear entrance camera; (H) front entrance camera; (I) commentators' booths; (J) TV pool control room; (K) CBS-TV studios, control room, master control; (L) Conrad Hilton Hotel studios; (M) WBKB (TV) CBS-TV studios; (N) two mobile units. NBC radio-TV coverage plans were blueprinted in two sketches in the June 23 issue of BROADCASTING • TELECASTING.

Coverage Picture

Here is the coverage picture by networks:

ABC commentator staff will include John Daly, Elmer Davis and others, supplemented by members of *Newsweek* magazine and the New York *Herald-Tribune*, and syndicated columnists. ABC AM and TV executive roster will be headed by Thomas Velotta, overall supervisor and vice president in charge of news and special events for ABC radio. ABC radio has slated 12, ABC-TV 9 special events shows July 4-6, and 430 radio and 304 TV broadcasts for both meets.

ABC will transport over $1 million worth of equipment, operated by a task force of 55 radio-TV engineers from New York, Los Angeles, San Francisco and Detroit.

CBS Radio last Tuesday announced a series of 230 broadcasts for both parleys, with 66 special programs starting today (Monday). Many of the network's regular weekly news and panel programs will originate in Chicago, including *Capitol Cloakroom* and *People's Platform*.

CBS Television Network has planned previews of parley preparations and coverage July 6-21, with six CBS-TV shows moving from New York to Chicago. Edward R. Murrow will be on hand. Additionally, the network has launched a new program, *Candidate Closeups*, as part of its

election year coverage.

A quintet of five newsmen will lead special MBS radio coverage, 5:45-6 p.m. daily under sponsorship of S. C. Johnson & Son Inc. They are Cecil Brown, H. R. Baukhage, Frank Singiser, Holland Engle and Francis Coughlan. Twenty-two Mutual commentators — Fulton Lewis Jr., Gabriel Heatter, Bill Henry. among them—will be on hand for regular coverage. Mutual will have 150 persons on hand, with most news programs emanating from Chicago. The network has scheduled four successive Sunday broadcasts (9:30-10 p.m.) to preview and review convention activities starting July 6.

NBC radio has assigned Joseph Meyers, radio news operation manager, as director of convention coverage. He will supervise more than 30 commentators and newsmen. Network's special pre-GOP convention programs kicked off June 28 with *Convention Preview*. They were to run through convention eve, with *Convention News Conference*, *Headquarters Report* and *First Ballot*. Convention programming is to include origination of *Today* in Chicago during July and *Republican Review* with George Hicks July 11.

All radio-TV networks were planning to ship engineering and news personnel from other cities—primarily those in which their O&O stations are located.

Example of local sponsorship is that by Richfield Oil Corp., Los Angeles, which will pick up the tab for convention coverage on KTLA (TV) Hollywood, starting July 7 and 21. Agency is Hixson & Jorgenson Inc. Other regional and local advertisers were seeking availabilities.

The Entertainment Industry Committee set up by the Democratic National Committee with Messrs. Reinsch and Sauter will work out convention and campaign diversion plans. Vice chairmen will be appointed from various entertainment industry segments.

DEMOCRATS
Radio-TV To Cover Hearings

PUBLIC hearings set by the Preliminary Drafting Committee studying the 1952 Democratic platform will be open to full media coverage, including radio and television, the Democratic National Committee announced last Wednesday. Sessions will be held in Chicago starting July 16.

Plans for full media coverage were given by Rep. John W. McCormack (D-Mass.), House Majority Leader and chairman of the platform-drafting group.

"Our platform hearings will be 'small-d' democracy in action and we want the voters to have every opportunity to be informed . . . through the media of newspapers, radio, newsreels and television," Rep. McCormack said. Group's recommendations will be presented to the full Platform and Resolutions Committee at the Democratic National Convention July 21.

AAW AWARDS
Go to KERO, Pabst

TOP AWARDS in competition by the Advertising Assn. of the West went to KERO Bakersfield, Calif., in radio, and to the Pabst Sales Co. (Pabst beer), in television, at the AAW's 49th annual convention which ended Wednesday at Seattle.

KERO received a trophy donated by the Vancouver Advertising & Sales Bureau for its successful spot campaign which sold tours of the Golden Crust bakery. The Pabst TV award was donated by the Hollywood Adv. Club.

New AAW officers named at the four-day meeting were: President, Arthur E. House, House & Leland agency, Portland, Ore.; senior vice president, Howard Willoughby, executive vice president, Lane Pub. Co., San Francisco; vice president-at-large, Mrs. Glad Hall Jones, account executive, KRKD Los Angeles; secretary-treasurer, Clair G. Henderson, Arthur G. Rippey Co., Denver.

Approximately 450 delegates saw three other awards made for radio and four for television, as follows:

RADIO—Commercial programs in cities under 100,000, KOPO Tucson, Ariz., for Duro's Flower Shop; commercial spot announcements in cities over 100,000, Abbott Kimball Co., San Francisco, for Regal Amber Brewing Co. over regional stations; same in cities under 100,000, KERO Bakersfield, Calif., for Golden Crust Bakery.

TELEVISION—One-minute or less film commercials: Local advertiser, Metropolitan Federal Savings & Loan Assn., Los Angeles; agency, Anderson-McConnell, that city, and producer, TV Ads Inc., Hollywood. Regional advertiser, Folger's coffee; agency, Grant Adv., Hollywood, and producer, Five-Star Productions, Hollywood. National, advertiser, Pabst Sales Co.; agency, Warwick & Legler, Hollywood, and producer, Five-Star Productions, Hollywood. General classification, live, kinescope or film commercials of any length, advertiser, Golden State Sales Co.; agency, Guild, Bascom & Bonfigli, San Francisco, and producer, Guild, Bascom & Bonfigli.

BAB NAMES BROWN
To Work on Promotion

WALTER E. BROWN, advertising and promotion manager, DuMont Television Network, has joined the New York staff of Broadcast Advertising Bureau, effective today (Monday), according to William B. Ryan, BAB president.

Mr. Brown, with DuMont for the past year and a half, will be assigned both national and local promotion for BAB. Prior to his DuMont Association, he was for six years a member of ABC's advertising and promotion department.

Mr. Ryan also announced the appointment of Marian Jackson, former presentation analyst with A. C. Nielsen Co., New York, as a research analyst in BAB's research department.

KLZ—31 YEARS OF SERVICE

Denver Honors KLZ's Public Service Excellence!

Here is proof of KLZ's home-town impact: The Denver Advertising Club, an organization usually dedicated to recognizing superiority of commercial efforts, has seen fit to pay special recognition to KLZ's non-commercial public service programming.

Of two "awards-of-the-year" for public service...both went to KLZ. The top award for KLZ's "Sounding Board," a weekly presentation of important local controversial issues. A special award for KLZ's one-time coverage of a question of great interest to all Coloradoans, "Lifting of the TV Freeze."

KLZ's local and national award-winning record is consistent proof of leadership during 31 years of broadcasting in the public interest.

KLZ

5000 WATTS—560 KC
CBS RADIO

DENVER'S NO. 1 STATION

REPRESENTED NATIONALLY BY THE KATZ AGENCY

PARAMOUNT

Financing Effort Cited By Porter at Hearing

PARAMOUNT Pictures Inc., did not buy stock in Scophony Corp. of America until SCA spent four years and "aggressive" promotion in trying to line up American backers for the British-born company.

That was what Paul Porter, Paramount Pictures Corp. counsel, sought to prove last week in his cross-examination of Arthur Levey, Scophony president, during the 24th week of the FCC's Paramount hearing.

One issue in the case is whether the Commission will approve the merger of ABC with United Paramount Theatres Inc. (see story this page).

Mr. Porter, who had copies of the diaries which were kept by Mr. Levey, interrogated the SCA executive about entries made from 1938 to 1942. Mr. Levey indicated in his diary, and testified under questioning by Mr. Porter, that he had negotiated with representatives from other motion picture companies (mostly Warner Brothers and RKO-Trans Lux) in addition to Paramount.

When asked why he was going into such minute detail—he went through Mr. Levey's diaries almost on day-to-day basis—Mr. Porter replied that it was Paramount's purpose to show that as early as 1938 and on through to the formation of SCA, "there were a whole series of negotiations with as many as 15 or 20 possible sources of finances, none of which came to anything.

"For a period of four years before these final negotiations were developed under the most aggressive kind of promotional tactics, there was no one who was sufficiently interested to put a nickel in the development of an American company [Mr. Levey was with British Scophony at the time]."

Mr. Porter said, "I think the witness [Mr. Levey] has testified and I think the Commission has alleged that the basic issue here is one of suppression, and we intend to prove that not only was there not any suppression, but that both Paramount and its partner, GPE, come into this matter after all alternativies had been exhausted by . . . Mr. Levey."

The other side of the picture, however, was brought out by Mr. Levey who asserted that Paul Raibourn, Paramount vice president, had dangled "bait" in the form of a large investment in front of Scophony. But Mr. Raibourn did not say anything definite, Mr. Levey said, which explained why he continued to talk with other possible investors.

Mr. Levey had earlier testified [B•T, May 19, 12] that Paramount had attempted to suppress development of his firm. He accused Paramount and GPE of enjoying "squatters rights" to valuable patents.

NEWSMAN EJECTED

By N. Y. Deputy Mayor

ABC reporter Julian Anthony was ejected last Thursday from New York City's Board of Estimate public hearing on a proposed increase in taxi-cab fare rates. Deputy Mayor Charles Horowitz ordered Mr. Anthony to "remove yourself and your tape-recording machine from the premises."

Thomas Velotta, ABC vice president in charge of news and special events, filed a formal protest late Thursday with Mayor Vincent Impellitteri against the action.

Newspaper reporters were allowed to remain at the hearings. No other radio newsmen were in attendance at the time.

An ABC spokesman said Mr. Horowitz's action forced the cancellation of a broadcast of the proceedings scheduled for delivery that night over WJZ New York, 10:30-11.

In an informal interview with other members of the Board of Estimate, the network spokesman said Mr. Anthony learned that none had any objection to a tape-recording of the meeting.

It was pointed out that Mr. Anthony had covered board hearings on the city budget April 8, 9 and 14. These proceedings reportedly were broadcast over WJZ.

the NBC *station serving greater* YOUNGSTOWN, O.

30th population area in U.S.

5,000 WATTS

WFMJ

Duplicating on 50,000 Watts FM

NEW portable broadcast amplifier has been developed by General Electric Co., Syracuse, N. Y., with flexibility for use in studio and remote operations. Unit (Type BA 6-B) has four built-in preamplifiers, master mixer, AC power supply, plus battery provisions. GE claims amplifier practically eliminates "hiss, hum and microphonics" through low - noise miniature tubes. Output transformer is so equipped as to permit broadcast program to be fed to public address system or other amplifier. New cue amplifier gain control facilitates operation in noisy locations and high-low level plug-in headphone connections are provided.

GENE HOWE

Found Dead in Automobile

GENE HOWE, 66, president of Plains Radio Broadcasting Co., licensee of KGNC Amarillo, Tex., was found dead in his car near Amarillo last Wednesday. A bullet had pierced his right temple and an inquest verdict of suicide was returned. He was the son of Ed Howe, who for 50 years was publisher of *Atchison* (Kan.) *Globe*.

Mr. Howe was publisher, editor and daily columnist of the Amarillo *Globe-News*, until 1936 when he gave up most of his executive duties but continued to write his column, "The Tactless Texan." At the time of his death, he was board chairman of Globe-News Publishing Co.

According to the *Globe-News*, Mr. Howe had been despondent because of ill health.

He entered the newspaper business at 13, setting type for his father. He started the *Evening Globe* in Amarillo and two years later bought out the *News*.

In 1950 Mr. Howe announced his retirement as publisher and president of his newspaper chain to take the board chairmanship. To the end he remained a reporter as well as executive and recently wrote an exclusive interview with Sen. Estes Kefauver (D-Tenn.) One of Mr. Howe's achievements was origination of Mother-in-Law Day.

Some years ago he was one of the founders of the Taylor-Howe-Snowden station representative firm, now the O. L. Taylor Co.

Surviving are his wife; a daughter, Mrs. Shelby Kritser, wife of Tom Krister, manager of KGNC; a brother James, one time AP foreign correspondent, and a sister, Mrs. Mateel Howe Farnham.

SPLIT OPPOSED

In Paramount Case

PETITION of Paramount Pictures, United Paramount Theatres and ABC to split up the issues and get a quick decision in the long-pending FCC proceeding drew opposition Thursday from Curtis B. Plummer, chief of the FCC Broadcast Bureau.

ABC and United Paramount Theatres filed the petition June 6, with CBS supporting and Allen B. DuMont Labs. opposing such action.

First, the FCC bureau contends the groups of applications do not lend themselves to a split, with separate action, because they are "inextricably tied together . . ."

The same facts and evidence are vital to the decision on identical issues involved in the cases, it is argued. For example, it is stated, the application to assign WBKB (TV) Chicago to CBS "ignores the decision which must be made as to the legality of the purported transfers from Paramount Pictures to United Paramount Theatres and Paramount Pictures Corp." along with license and renewal grants.

Evidence has not been completed in relation to WBKB, the bureau contends, with at least three Commission witnesses yet to be heard.

The bureau charges the petitioners are trying to "steamroller" the case into the proposition "that it is unnecessary to determine the qualifications of a licensee, whose license has been placed in a 'temporary' status because of anti-trust violations, in the event he wishes to sell his station, but only that the qualifications of the transferee need be considered."

Two potential trouble spots cited by the bureau include a situation whereby ABC-Paramount Theatres would own KECA (TV) while Paramount Television Productions, 100% subsidiary of Paramount Pictures Corp., owns KTLA (TV) in the same city, involving overlap in ownership.

The second instance deals with WBKB (TV) Chicago, owned by Balaban & Katz, in turn substantially owned by United Paramount Theatres, and WENR-TV, owned by ABC. Should an ABC-Paramount merger be granted, ABC-Paramount Theatres would then own and operate two stations in Chicago pending decision on proposed assignment of WBKB to CBS, according to the Broadcast Bureau.

Three weeks of hearings remain, the bureau explains, with the hearing having passed its 82d day and consisting of 11,776 pages of testimony and 829 exhibits.

The bureau estimates an initial decision cannot be expected on the entire record before Jan. 15, 1953 at the earliest. Severance of applications would save "very little time," it is claimed, and it is impossible for an initial decision to be issued in August, as requested.

Presenting

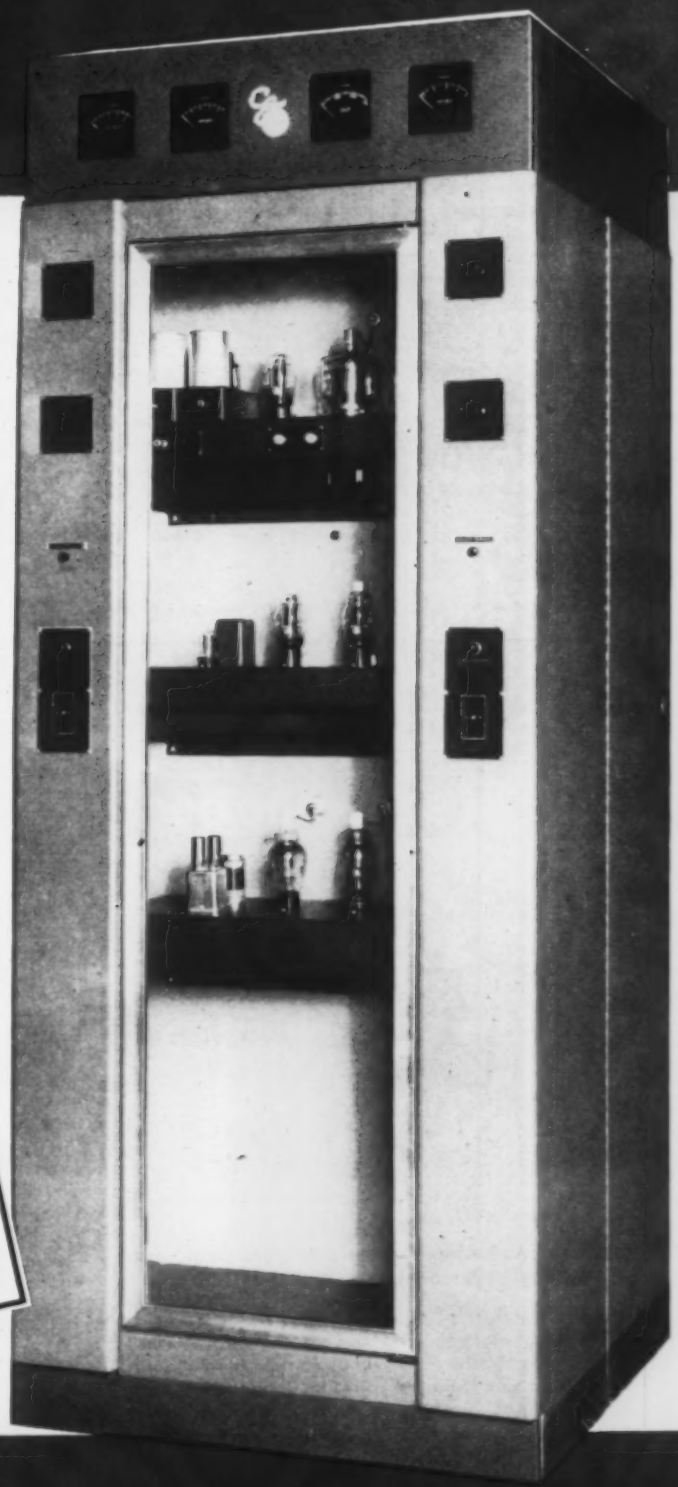
THE NEW

Continental

TYPE 312

250

WATT TRANSMITTER



The CONTINENTAL Type 312 is a 250 watt AM Transmitter in which the design is entirely new and different. Extreme simplification of circuitry with unexcelled performance are its most important features. Extremely low values of both RMS and Inter-modulation distortion are obtainable.

Only two RF stages following the crystal oscillator are utilized. The first of these is fixed tuned for the entire broadcast range of 540 to 1600 KC and the output stage has only one control to cover the entire range. The transmitter has one other control – the output loading control. Since tetrode type tubes are used, the necessity for neutralizing circuits is eliminated.

The Type 312 Transmitter is contained in one of CONTINENTAL'S new, all aluminum cabinets. This cabinet is of special unified, frameless design and incorporates the well-known Transview styling together with functional features that afford maximum accessibility, shielding and circulation of cooling air.

*GraybaR — Since 1869 — *REG. U.S. PAT. OFF.

Distributed by *GraybaR* ELECTRIC COMPANY

IN OVER 100 PRINCIPAL CITIES

Continental Electronics

MANUFACTURING COMPANY

4212 S. BUCKNER BLVD. DALLAS 10, TEXAS PHONE EVergreen 1137

N. Y. BMI CLINIC

Radio's Strength Cited

RADIO is far from dead and can thrive in the future by improved programming geared to community interests, speakers at the Broadcast Music Inc. radio clinic told 100 broadcasters at the Monday and Tuesday meeting in New York.

This viewpoint was sounded on Monday by John M. Outler Jr., general manager of WSB and WSB-TV Atlanta, and was echoed by other speakers. As a panacea to broadcasting ills, Mr. Outler offered two general suggestions: Give the people more and better programs tied to their communities and sell radio vigorously as a medium to the people of America.

He called on broadcasters to free themselves from dependence on the networks and develop worthwhile projects in their own cities. Mr. Outler cited several examples of the steps taken by his station to permit its audience "to become part of the operation and thus to feel it is participating in the activities of the community."

Warning that unless radio as a whole is sold to the people of the country as a whole the entire industry will suffer, Mr. Outler commented: "If we sell radio short, we've committed a crime against the community."

Dr. Clarence L. Menser of Stetson U. and WJBS Deland, Fla., formerly vice president in charge of programs for NBC, asserted that sound broadcasting can thrive in the future if stress is placed on quality programming that considers the needs of the community that is being served.

"I say to the radio industry, by which I mean sound broadcasting, 'let down your buckets where you are,'" Dr. Menser declared. "You are in the midst of a situation that will give life to you and service to your community for many years if you will only get the full facts about your real position. If you have served your listeners well, they will stick by you for those things in which you can excel."

After long and serious consideration of sound broadcasting problems, Dr. Menser said, he still refused to believe there is a crisis. He conceded there were changes to be made to meet ever-shifting problems but he added that these did not justify the fears that are plaguing the industry.

He listed these fears as (1) fear of the FCC; (2) fear of the advertising agencies; (3) fear of its own judgment and (4) fear of competition, i.e., television.

Ted Cott, vice president and general manager, WNBC and WNBT (TV) New York, hammered at the point that radio is the best advertising medium around because its frequency unit cost is the lowest of all. He deplored the fact that the industry was not "shouting this from the tree tops, to everybody and not just to people in the trade."

Mr. Cott, in fact, assailed the "inbred promotion" that radio has been carrying on for years. He said there was no advantage to be gained by telling other people in the industry "what a wonderful job" radio is doing. Station managers, he said, must bring this message home to listeners—to the people who ultimately foot the bills.

He viewed television as no more competitive than a new station coming into the field. For the bad station, he said, TV will, of course, mean more competition. But he remarked that "nothing can help a bad station, it would probably fall by the wayside anyway."

Radio Bigger in Future

Harry Bannister, NBC vice president for station relations, said that once "radio gets out of this transitional period and business becomes stabilized, it will become bigger than ever."

Ben Laird, president of WDUZ Green Bay, Wis., urged broadcasters to explore more carefully the possibility of obtaining sponsors for public service programs. He deplored the notion prevalent among some leaders in the industry that sponsorship "taints" such programs. He cited several examples of successful sponsorship at WDUZ and reminded listeners that financial help makes possible the broadcasting of programs of merit that otherwise might have to be sidetracked.

The importance of farm news was outlined by J. Scott True, farm director of WFTM Maysville, Ky. He laid down the following rules for farm directors: Be informative, be natural, be friendly and be gracious.

George Higgins, vice president and managing director of KMBC-KFRM (FM) Kansas City, called for closer cooperation between program, sales and management. He urged joint meetings among the groups to gain a better understanding of what each is doing. In this way, Mr. Higgins said, management has an opportunity to sell that organization to its workers, which he called a necessary job, before "it tries to sell an advertiser."

The development of the youth forum was explained by Dorothy Gordon, moderator of the *New York Time Youth Forum* on WQXR New York.

Norman Reed, program director, WWDC Washington, spoke on "Building Personality Record Shows." He warned that a "good personality" is often ruined by "poison-ality" of records chosen for the show. Suggestions advanced by Mr. Reed to pick up a sagging show were the addition of telephone quizzes, mystery tune contests and number games.

Other features of the meeting were a story-telling presentation by Mrs. Ellis Barrett of Good News Productions, Philadelphia, and a production of the radio program *Mind Your Manners* which was introduced by Leonard Patricelli of WTIC Hartford.

Allen Ludden served as moderator and six teen-agers discussed problems which were tape recorded for broadcast on June 28.

General chairman for the clinic was Herbert V. Akerberg, vice president in charge of station relations, CBS Radio and CBS-TV.

At Monday's session, Mr. Harlow and Mr. Higgins were given life membership certificates in the Wisconsin Broadcasters' Assn. by Mr. Laird.

T. M. PEPPERDAY, publisher of the *Albuquerque Journal* and former owner of KOB-AM-TV Albuquerque, opens a gift from employes, tendered as Mr. Pepperday turned over the keys to Time Inc., and Wayne Coy, former FCC chairman. Mr. Pepperday sold KOB-AM-TV to Time Inc. and Mr. Coy for a reported $600,000 [BT, June 2].

Uridge Appointed

OWEN URIDGE, manager of WQAM, ABC affiliate in Miami, has been appointed a new committeeman for District 8 of ABC's Station Advisory Committee, replacing Jim Hicks, former general manager of WCOS Columbia, S. C., who is resigning effective July 1. An alternate member for District 8, Mr. Uridge in his new capacity will represent ABC radio affiliates in North Carolina, South Carolina, Georgia, southern Virginia and northern Florida.

how to talk to $250,000,000

Use the **Broadcasting Marketbook** —the only fact book designed expressly for the buyer of time.

Over a quarter billion dollars of spot and network radio and TV is placed by buyers of time who use the MARKETBOOK daily. Nowhere else can they find the copyrighted "Spot Rate Finder" which enables them to compute in minutes preliminary estimates of spot campaigns. Or county-by-county breakdowns of essential radio facts, census figures, marketing maps, state market indicators, etc.

It's only between the covers of one book—the MARKETBOOK —and it's the only book built to help you sell time.

Reserve space now to assure position near your own listing . . .

BROADCASTING TELECASTING MARKETBOOK

DEADLINE JULY 21, 1952 EDITION
PUBLISHED MID-AUGUST

RADIO'S VITALITY

Stressed by NBC's McCray

WITH receiver sets selling at the rate of one every 2½ seconds all year long, and despite propaganda to the contrary, radio is very much alive and is here to stay.

So stated Thomas C. McCray, NBC Western Division director of radio network operations, at a Los Angeles Advertising Women's meeting at Hollywood Roosevelt Hotel.

Terming radio as "9.7% bigger than last year," he said that there has been a 9,300,000 new radio set population created thus far in 1952, bringing the total in this country to more than 105 million.

Admitting that with the new medium of television, there is bound to be a "certain momentary transference of affection," Mr. McCray declared however that "this most inflexible yardstick of all, set sales, reinforces surveys which point up the continuing importance of radio to listeners and advertisers."

He told the ad women that every new set sold means more profit for the radio advertiser. He presented survey figures which showed that radio sets outnumber total circulation of all magazines by 114,000 and more than double the total circulation for all newspapers.

"There are also six times as many radio sets as TV receivers," Mr. McCray reminded.

Media Adaptability

Although radio continues the "greatest means of mass communication to be derived by man and does a tremendous selling job," Mr. McCray stressed the fact that the medium never has nor does it now claim to be the *best* means of advertising for *every* product.

"Some are better for television, some for newspapers, magazines, billboards and other media," he conceded. "However those who can pay the bill are using all available media to bring their sales message to the consumer. Radio will continue to play an important role in this regard."

Backing up his statement with success story examples, he said that it isn't always the high-rated program that does the best selling job for an advertiser. High-rating will indicate the show's popularity, but it doesn't always mean consumers are buying the sponsor's product, was his explanation.

Conceding that wherever there is TV it does an excellent selling job, Mr. McCray said however that radio gives the same competent coverage and at a fraction of the cost.

"Radio is not only the mass medium, but the economy medium," he added. "As economy is a by-product of mass production, so it is a by-product of mass coverage.

"Currently 53% of all TV sets are located in just 7 markets. In the remaining 56 TV markets, radio-only homes far exceed TV homes. This means that approximately 25 million homes throughout the country are reached only by radio."

Next to mass coverage, Mr. McCray considers radio's flexibility it's greatest asset to an advertiser, because a sponsor can fit the "sell" message to the area.

Five Minutes: $7,000

FIRST VENTURE into radio advertising paid off with a $7,000 cattle sale for J. C. Lewis, owner of Meadowbrook Farms, Ellicott City, Md., when he contracted for a series of 13 five-minute noontime stockyard report programs over WBAL Baltimore. First broadcast, containing two 100-word commercials, attracted a customer 40 miles from Baltimore, who paid $7,000 for a heifer and a bull.

SO. CALIF. NEWS AWARDS

Presented to 15

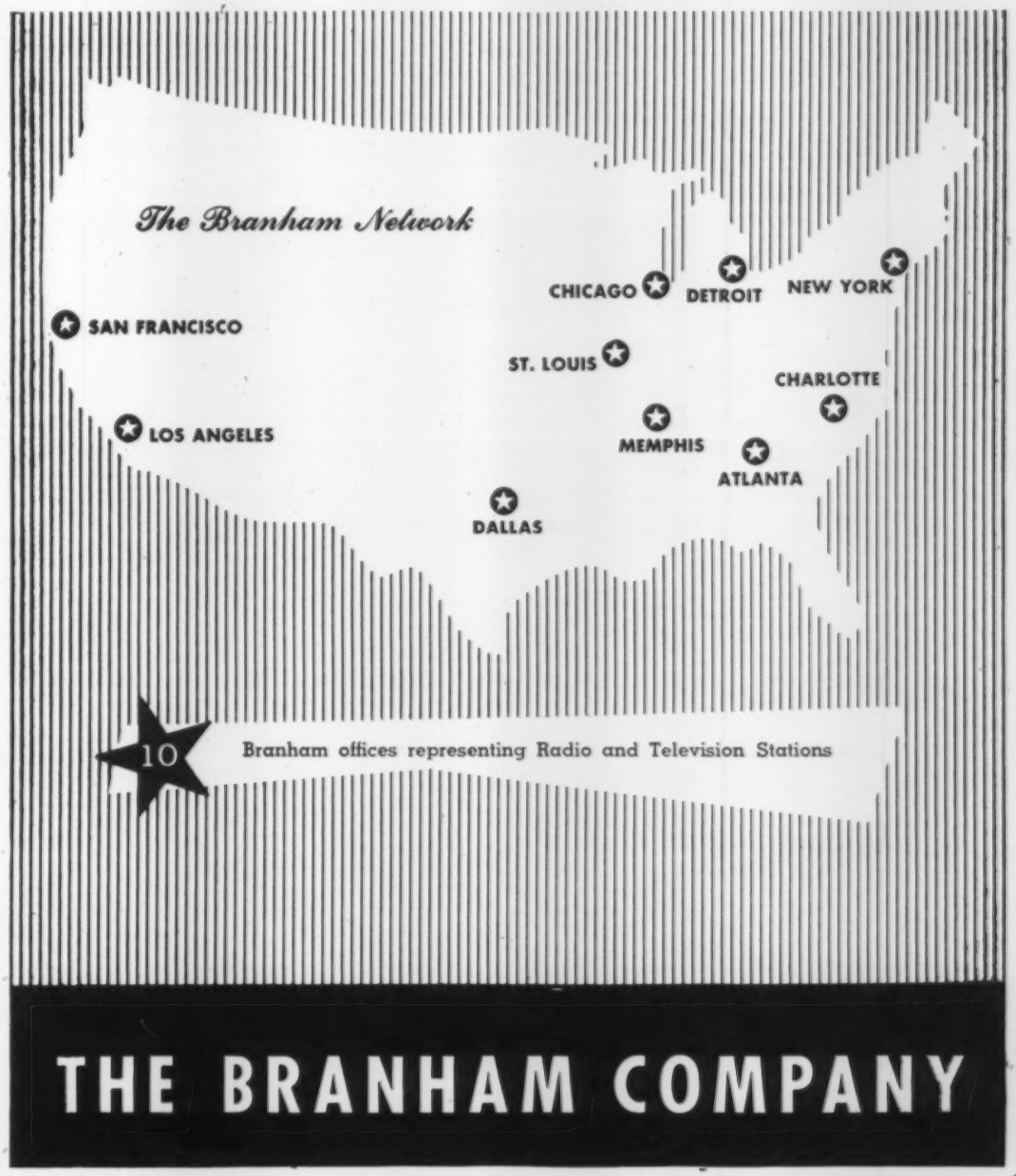
FIFTEEN trophy awards for radio and TV news coverage during 1951 were made by the Radio & Television News Club of Southern California June 24 at the Nickodell Restaurant, Hollywood.

Named consistently best in the respective radio categories were:

(1) Jim McCulla, KMPC, news presentation; (2) Chet Huntley, ABC, news commentary; Al Gordon, KFWB, special mention; (3) Cecil Hind, NBC, news writing (Mrs. Bettie Hind accepted the posthumous award for her husband who died June 11 [B•T, June 23]; (4) Cameron Cornell, CBS, special events coverage; KFWB, special mention; (5) Paul White, KFMB San Diego, news reporting for non-metropolitan station; (6) Sam Balter, KLAC, sports reporting.

Television division: (1) Glenn Hardy, KNBH, news presentation; (2) Wilfred Brown, KNBH, news writing; (3) Tom Harmon, KNXT, sports program; (4) KTLA, special events coverage; Clete Roberts, KLAC-TV, special mention, world coverage; Ed Murrow, CBS, special award, trans-continental news reporting; Richfield Oil Co., special award, Japanese Peace Treaty coverage.

N. BRUCE ASHBY (l), vice president for sales, Kingan Co., signs renewal contract for Kingan sponsorship of *King Arthur Godfrey & His Round Table*, over CBS Radio for 52 weeks [B•T, June 23]. John Karol, vice president for network sales, CBS Radio, witnesses signing.



WSAZ
HUNTINGTON, W. VA.
SERVING 3 STATES

Effective July 1

WSAZ will be represented nationally by the KATZ AGENCY INC.

New York
Chicago
Kansas City
Dallas
San Francisco
Atlanta
Detroit
Los Angeles

5000 WATTS DAY
1000 WATTS NIGHT
930 KC

RADIO STATION
WSAZ

ANTI-TRUST

WDAF-AM-TV and Star Records Subpenaed

POSSIBILITY of anti-trust action against the Kansas City Star Co. arose last week in the wake of subpena action involving records and contracts negotiated by the publisher for its newspaper and radio-TV holdings.

The firm was ordered to produce all corporate records and contracts of the *Star* and WDAF-AM-TV Kansas City, Mo. since Jan 1, 1926.

While officers in the Anti-Trust Div. of the Justice Dept. in both Kansas City and Washington declined comment, the *Star* management acknowledged the action is part of an investigation undertaken by the government.

The action probably would have little bearing on the operation of WDAF-AM-TV, according to H. Dean Fitzer, managing director of the *Star* stations. He said the stations are only one phase of the Kansas City Star Co. operation and that he had not heard officially of any possible anti-trust inquiry. He declined further comment.

The firm also publishes the *Kansas City Times*. In its statement the company noted that the subpena action followed a recent opinion of a U. S. district court in New Orleans against the morning *Times-Picayune* and *Evening States*. The court upheld certain charges and dismissed others in ruling on a complaint charging Times-Picayune Publishing Co. with an attempt to monopolize advertising through combination unit rates.

Roy A. Roberts, president of the Kansas City Star Co. and publisher of the *Star*, told BROADCASTING • TELECASTING that the management would stand on its initial statement until the company learns what, if any, charges are lodged.

'Nothing to Conceal'

The *Star* management said it had "nothing to conceal in its business practices" and that its "record of service to this community for nearly three-quarters of a century speaks for itself."

Mr. Roberts said no practice of combination rates between any of the two newspapers and the radio-TV properties is involved. Noting the New Orleans decision, he said there are 173 U. S. newspapers which use the practice whereby advertisers buy space in two newspapers under the same ownership in the same city.

He said attorneys for the company would confer with the Justice Dept. during July to ascertain the nature of the inquiry and produce the requested data for a federal grand jury.

The subpena called for all corporate records; all contracts signed by the publishing firm, including those of WDAF-AM-TV; pacts for news services and features, and all advertising contracts for the past 26 years.

WDAF has been on the air since 1922 and WDAF-TV since 1949. The TV outlet formally opened its new $1.5 million plant facilities the past fortnight, with leading local and national figures participating in the ceremonies [B•T, June 23].

Practice of offering unit rates to advertisers in jointly-owned newspapers has been a common practice in the publishing industry. The New Orleans district court ruled against the Times-Picayune Publishing Co. May 26 in a decision which it since promised to appeal. The publishing company is the licensee of WTPS-AM-FM New Orleans.

The court held a complaint filed by the *New Orleans Item* that the defendants "attempted to monopolize that segment of the afternoon newspaper general and classified advertising field which was represented by those advertisers who also required morning newspaper space and who could not because of budgetary limitations or financial inability purchase space in both afternoon [*States and Item*] newspapers."

'Lorain Journal' Case

The court cited the Lorain Journal Co. case on "attempt to monopolize." The U. S. Supreme Court had upheld a district court ruling that the *Lorain* (Ohio) *Journal* violated anti-trust laws by refusing to sell advertising to local advertisers who bought time on WEOL Elyria, Ohio. Similar practices were attributed to the *Mansfield Journal* against WMAN Mansfield [B•T, Dec. 17; Oct. 22, 1, 1951]. Defendants were charged by the district court with an "attempt to destroy" WEOL.

The New Orleans district court noted that in the *Lorain Journal* case it was held "not necessary to show that success rewarded appellant's attempt to monopolize" and that the Sherman Anti-Trust Act must be directed "against (the) dangerous probability as well as against the completed result."

NATIONAL NIELSEN RATINGS
TOP RADIO PROGRAMS
(Total U. S. Area, Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)
EXTRA-WEEK
May 11-17, 1952
NIELSEN-RATING*
EVENING, ONCE-A-WEEK

Current Rank	Program	Current Rating Homes %
1	Lux Radio Theatre (CBS)	10.1
2	Jack Benny (CBS)	9.4
3	Amos 'n Andy (CBS)	9.3
4	Charlie McCarthy Show (CBS)	9.3
5	Fibber McGee & Molly (NBC)	9.2
6	Dragnet (NBC)	8.7
7	You Bet Your Life (NBC)	8.4
8	Suspense (CBS)	7.2
9	Life With Luigi (CBS)	7.2
10	Great Gildersleeve (NBC)	7.0

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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KENNETT APPOINTED

Manager of MBS Station Div.

APPOINTMENT of Robert L. Kennett, identified with radio for more than 20 years, as manager of the Southern Division of Mutual's station relations department was announced last week by Earl M. Johnson, station relations vice president.

Mr. Kennett, who has been serving as general manager of WICC Bridgeport, formerly was associated with WLW Cincinnati, WHAS Louisville, WONS Hartford, and CBS in New York. At Mutual he will be directly responsible for supervision of network relations with all MBS affiliates in North and South Carolina, Georgia, Florida, Tennessee, Alabama, Mississippi, Louisiana and Arkansas.

Deceptive Ads

TOTAL of 1,345 radio and periodical advertisements were set aside during May for further study, the Federal Trade Commission said in its monthly report released June 20. The continuities were not broken down by media. Out of 922 ads referred to FTC's Bureau of Antideceptive Practices, 850 were channeled to the investigation division. Bureau of Industry Cooperation received five advertisements and the general counsel's office 418. FTC makes a "continuing" survey of current advertising.

FIRST — IN NEWS
— IN SPORTS
— IN MUSIC

ASK TO SEE THE APRIL 1952 HOOPER

•

SEE RAMBEAU
NEW YORK—CHICAGO—
LOS ANGELES

IMPACT RAIDO SALES—DETROIT

•

5000 WATT DAY
1000 WATT NITE

LANSING, MICHIGAN

Strictly Business

(Continued from page 14)

advertising. Mr. Ferguson convinced him that since he was selling a service, radio was his best medium.

At that time, movers for the most part advertised only in the summer and autumn, the period during which most persons are in need of the service.

Mr. Smith, however, agreed with Mr. Ferguson's suggestion that radio advertising be used all year around. Mr. Ferguson pays tribute to Mr. Smith as a "man of vision."

From a business volume of $260,000 in 1942, the Smith Transfer & Storage Co. business mushroomed to $1,160,000 in 1947.

"That was during the war years," Mr. Smith pointed out, "when everybody, it seemed, was moving."

He added that when the war was over, he resisted the temptation to reduce his advertising and he's happy he stuck by radio. "Today, I'm glad to say that we've kept business around that figure. Last year we did $1,360,000."

At the outset, in 1943, Mr. Smith bought about $10,000 worth of radio spots. Repetition of that whispered slogan was the well-advised aim.

Mr. Smith now spends about $5,000 a month in all media, of which about $2,000 is spent for radio, about $1,800 in television.

Shortly, Mr. Smith said, he is going to drop TV for the summer and put that money into additional radio. He feels that too many persons spend evenings out-of-doors to justify the summer use of TV but he said that he plans to return to video in the fall.

One of those rare individuals, a native Washingtonian, Mr. Smith was born just four days before Christmas, 1883.

In Washington, he "managed" to advance to high school, although his mind dwelt more on his favorite hobby—business—than it did on school texts. As a boy, he had sold flavored ice "snowballs" for a penny each, and later had a neighborhood concession for selling guinea pigs.

At 18, he convinced his father, the late Clarendon Smith, that he was cut out to be a salesman. This ended his formal education—Mr. Smith points out that this was one of the worst mistakes he ever made.

Forty-three years ago, Mr. Smith began his moving business with a horse and wagon. Growth was steady but not rapid until he began using radio. Today he has $1 million in property, including a fleet of moving vans. There are 150 employes in the Smith firm, some with 35 years company records.

Obviously proud of the company's reputation as a mover of diplomats and high officialdom, Mr. Smith still gets a kick out of the request which came from President Woodrow Wilson to move him out of the White House in 1921.

Mr. Smith has personally organized 45 different organizations and has been president of 56 organizations—charitable, social, political, religious and military.

He is most proud of his part in establishing the Truman-Barkley Club in the District of Columbia. From this area, the club quickly spread to 28 states.

Firm Truman Supporters

When President Truman returned from his long campaign trips just 10 days before the 1948 election, many Democrats had given up the ghost. Not Mr. Smith and his small band of followers.

Although the President was weary, he still had time to make one phone call that evening. In essence, he said, "Mr. Smith, I will never forget what you and your group did for me today. I want to say that I appreciate your faith in me. . . ."

Mr. Truman has not forgotten, and Mr. Smith is a frequent White House visitor. A side-line of Mr. Smith's is match-making. He claims to have matched 167 couples who now are married.

"I thought Margaret Truman was going to make it 168," said Mr. Smith, "but things didn't work out. However, she said to me, 'Don't give up on me, Mr. Smith.'" To which he replied, "I won't, Miss Margaret."

Perhaps his penchant for matchmaking may be traced to his own happy marriage. In 1907, Mr. Smith married the lovely Elizabeth Toulson, after what he terms a five-year *selling* job. The Smiths have two children, and five grandchildren.

At the age of 69, when most men are thinking of retiring, Mr. Smith has retained his youthful exuberance. He is constantly looking for ways to improve and expand his business.

Needless to say, radio advertising is taken for granted in his future plans. That slogan has won him friends and acquaintances in all walks of Washington life.

Only last week, Mr. Smith said, at a White House reception, a naval officer seated next to him leaned over and whispered, "Don't Make a Move. . . ."

THE QUILL

Read

"Equal Rights—For Press, Radio and Television"

By Theodore F. Koop, Director CBS News and Public Affairs, Washington, D. C.

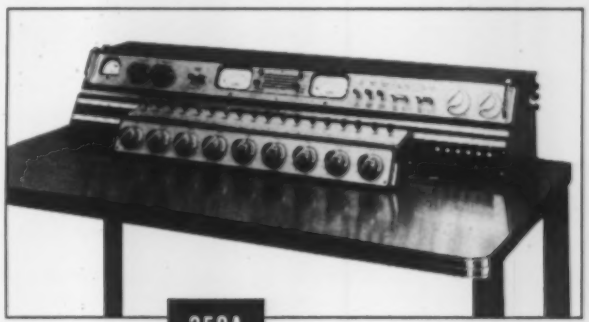
in the June Issue

The QUILL, 35 E. Wacker Dr., Chicago 1, Ill. A monthly magazine for newsmen-editors. $3 a year.

FOUNDED 1912

WITH EFFICIENT NEW ALTEC CONSOLES

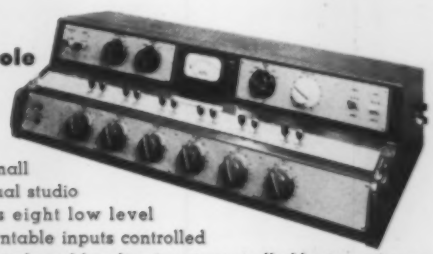
The Altec 250A and 230B consoles represent a new quality standard for speech input equipment. Their frequency response, noise level and low distortion more than meet the most stringent broadcast requirements. They are compact and *completely* self-contained, without external power supplies, junction boxes or other equipment. Flexibility, compactness, accessibility and ease of operation are just a few of the outstanding features of these new consoles.



250A console For the ultimate in quality control the 250A Console is the finest unit ever made for AM, FM or TV studio use. Its compactness is made possible by the use of newly designed miniature plug-in preamplifiers, line amplifiers and power supplies. The preamps are only 1⅝"x4¼"x9". The line amplifiers and power supplies are 2⅜"x4¼"x9". You will find that the new Altec 250A Console leads to better control, more economical operation.

Frequency Response (± 1 db 20-20,000 cycles)
Very low distortion
Very low noise level
As many as 12 balanced line mike inputs (mix 7 simultaneously)
4 line inputs } (mix 4 simultaneously)
4 utility inputs }
Miniature plug-in amplifiers and power supplies
Color coded controls according to function
Two output channels with illuminated VU meters
Complete patching panel
Only two amplifier types, three tube types
Built-in tube checking facilities
Compact (36" x 31" x 55" including desk)

230B console



The 230B is the ideal console for small station or individual studio operation. It has eight low level microphone or turntable inputs controlled by four mixing controls and four line inputs controlled by two mixers. Its low height (9⅜") provides maximum studio visibility. The controls are color coded and all parts are readily accessible. No other console in its price range offers as much as the Altec 230B.

ALTEC LANSING CORPORATION

Distributed by GRAYBAR

9356 Santa Monica Blvd., Beverly Hills, Calif.
161 Sixth Avenue, New York 13, New York

COLUMBIA

Scope!

On the Pacific Coast, sales areas are vast . . . statistics astronomical. And the population (15,302,000) scattered over the area like stars over the sky. You need a medium of unusual scope and power to cover it all. You need *radio!*

Radio—and only radio—sells all of the Coast at one time. Most of your West Coast customers live and shop in the broad coastal and valley area. Many, too, live in the country . . . far away from shopping. To sell them *all* at one time, you must tell your story to the whole Coast.

Columbia Pacific Network has the combination of high-powered stations in strategic locations needed to blanket metropolitan and rural areas at the same time. Columbia Pacific covers an area where 95% of the Coast's population is located . . . where 94.6% of the Coast's retail sales are made. Only Columbia Pacific has power where the people are!

And Columbia Pacific constantly delivers the Coast's biggest audience, with higher average ratings than any other regional network on the Coast.

Advertisers with vision see beyond the claims of partial-coverage media. They know from observation (and past experience) that the sky's the limit for sales when they penetrate the *entire* West Coast via . . .

COLUMBIA PACIFIC NETWORK

Represented by CBS Radio Spot Sales

Sources: Sales Management, May 1952; BMB 1949, CBS nighttime minimal estimates; Pacific NRI total day, Jan 1951—March 1952

editorial

Frieda's Follow-Through

WE CANNOT help but admire the indomitable charity of Emerson Radio & Phonograph Corp. in announcing last week a grant of $100,000 to educational television, at virtually the same moment it advised stockholders that dividends would be cut from the customary 35 cents to a dime.

Such corporate selflessness would deserve more than mere admiration, perhaps outright worship, if it were not for the fact that it had come at the persuasion of one of the most successful political fund raisers produced by (and still producing for) the New Deal.

FCC Comr. Frieda B. Hennock largely owes her present job to her unstinting work raising campaign funds for the Democratic Party before she became a Commissioner and owes her present political prestige to her one-woman crusade for the reservation of television channels for non-commercial educational use.

In furtherance of her educational television project, which, if realized, would become her own monument, she has fallen back on her earlier accomplishments. She has set out to find the money with which to finance the erection of stations. It was she who encouraged Benjamin Abrams, president of Emerson, to drop the first dime in the hat.

In so doing, Mr. Abrams received commendation from no less a personality than the President of the United States who thoughtfully, if at the obvious prompting of Miss Hennock, dispatched a telegram congratulating Mr. Abrams and hoping other industrial leaders would follow suit.

One must assume that Miss Hennock was not disassociated either from the President's decision to call in the full membership of the FCC last week and urge his Commissioners to advance educational television with all their resources.

Mr. Truman reportedly told the Commissioners he was hopeful that such philanthropies as the Ford and Carnegie Foundations would elect to provide the necessary funds.

The timing of these events is interesting. As reported some time ago in this publication, the board of trustees of the Ford Foundation meets July 15-16 to consider a host of requests for grants to non-commercial, educational television stations.

It would be a much less experienced fund raiser than Miss Hennock who failed to realize that Presidential wishes carry more weight than those of most men, especially when they are connected with a project bearing the appealing name of education.

However successful Miss Hennock's present fund raising efforts, it must be kept in mind that there is more to television than simply getting stations on the air. Not by wildest imagination can it be hoped that more than a few stations will be built—even with the substantial support of large philanthropies—and once built, operate effectively without vastly greater funds.

It is with the necessity of assuring a continuity of income that Miss Hennock and her associates must concern themselves.

In his news release announcing his company's donation, Emerson's President Abrams last week pointed out that educational stations would undoubtedly broadcast some network programs. This would seem to be a prelude to the next step in the planning which is to change such stations from a non-commercial to non-profit basis.

The inherent inequity of that kind of status has been pointed out in this journal before.

Money troubles for educational television do not stop with the financing of construction. They will be perpetual. The thing to watch for and to stop when it comes is the probably inevitable proposal for non-profit operation.

NOT TO disparage the generosity of Emerson Radio & Phonograph Corp., realism compels us to mention that the $10,000 which that company proposes to give to each of the first 10 educational stations going into operation would be about one twenty-fifth of the cost of putting a modest station on the air. A hundred thousand dollars is a lot of money, but it is only a drop in the bucket when television economics are involved. It shows how wholly unrealistic is the concept of non-commercial, educational television and how impossible of realization on anything like a national scale.

The ABC's of ABC

THIS WEEK the FCC must make a fateful decision. It involves the survival of ABC as a network.

The FCC has before it the joint petition of ABC and United Paramount pleading for action on the proposed merger of the two companies. ABC confesses its radio and television operations could go under if it does not procure new capital to allow it to compete with other networks. It has operated for more than a year trying to cut expenses to meet income. It hasn't been able to program for the fall season. It admits the stigma of being moribund.

The FCC also has before it the opposition of its Broadcast Bureau to the petition for severance and early disposition. As we read this opposition, it is a virtual restatement of the issues involved in the hearing ordered last August. It doesn't take into consideration the testimony that has been adduced in almost continuous hearings since last January.

Now the FCC is duty-bound to ferret out the facts. But it cannot turn its back on practical considerations. There are some 300 affiliated stations involved—stations also confronted with an overall price war affecting the networks. The over-riding provision of the Communications Act is that the FCC must encourage the wider use of the spectrum for the public good. Certainly the strangulation of an enterprise through legalistic inaction does not conduce toward fulfillment of that mandate.

Great emphasis is placed upon the anti-trust aspect of the merger, evolving from the motion picture consent decree which brought the forced separation of Paramount Pictures from the exhibition houses, which became United Paramount. The parties went into the merger with their eyes open. They were willing to take their chances on anti-trust. The question here seems to be whether the sins of the parents should be visited on their offsprings.

Obviously, there is no "monopoly" involved in the fusion of a network now losing money, and a chain of theatre exhibition houses which, while admittedly in the forefront of that field, nevertheless has rigorous competition. If, by virtue of the union, violation of the anti-trust laws later appears to develop, the Department of Justice—not the FCC—is the authority to make the first move.

It is against this backdrop that the FCC this week must render judgment.

our respects to:

ARTHUR WILLIAM SCHARFELD

ARTHUR W. SCHARFELD, president of the Federal Communications Bar Assn., is a busy man these days.

As are other radio-TV lawyers in Washington, he is busy with clients seeking TV channels.

He already has filed three appeals to the U. S. Court of Appeals in behalf of clients who don't like the FCC's allocation plan.

This is in addition to his normal business of protecting and advising his regular radio clients.

As president of the FCBA, he is the leader among those who take a professional interest in the FCC's rules and procedures—and with the April 14 issuance of the final TV report, that organization is giving the report considered review. Some Washington legal practitioners do not like the final report while others have their own ideas on the procedures set up for processing TV applications.

Withal, Mr. Scharfeld likes to think of himself as a procrastinator.

Writing in the 25th anniversary yearbook of his Harvard U. class (1924), he had this to say of himself:

"During the recent 25 year interval, I have been continuously procrastinating and meeting deadlines as an accepted mode of life. I have often thought that I could get along with less procrastination, but my more lethargic disposition has always conquered that meritorious inclination."

Apparently this aptitude to dally started at an early age. In his freshman year at Harvard, young Scharfeld dabbled in what was then the roaring bull stock market of the '20s. He dabbled so assiduously, he ran $1,000 into $15,000 (on paper), to the detriment of his class attendance record.

His father, a responsible and serious-minded Cleveland businessman, arrived in Cambridge post-haste after receiving word from the dean that his son didn't seem to be happy at Harvard—he wasn't attending his classes.

A little probing and the secret came out. Stern father laid down an ultimatum: Quit the stock market or quit school. Young Scharfeld chose the former, and father returned home convinced he had saved his son from the damnation of stock market gambling.

But, young Scharfeld dallied, and was a week in arrears in acting on his promise. He went down to Boston's State St. finally to carry out his oath, found that his stock broker had been closed up as a bucket shop. Farewell, $15,000.

Many years later, Mr. Scharfeld was sent to Mexico on a case. This was when he was as-

(Continued on page 75)

Mail from all Chicagoland... proof of *TVcoverage*

An announcement on ONE recent early afternoon telecast on Station WNBQ resulted in mail from . . .

144 **Illinois cities and towns** ***in addition to Chicago***

34 **Indiana cities and towns**

10 **Michigan cities and towns**

8 **Wisconsin cities and towns**

FORTY PER CENT of the mail was received from areas OUTSIDE Chicago — again proving that it's Station WNBQ which offers COMPLETE Chicagoland television coverage and a loyal and responsive audience which BUYS.

NBC **TELEVISION IN CHICAGO**

Represented by NBC Spot Sales

WNBQ CHANNEL 5

front office

ELTON RULE, account executive, KLAC-TV Hollywood, to KECA-TV Los Angeles as assistant general sales manager in charge of national spot sales.

HARRY BRUCE, sales staff, WFRD Worthington, Ohio, promoted to sales manager.

Mr. Bruce

JERROLD MARSHALL to sales staff, WCOJ Coatesville-West Chester, Pa., from Boston U., where he completed year in graduate work in radio-TV.

KENNETH FISHER, treasurer and board member, KOMO Seattle, appointed assistant general manager of Fisher Flouring Mills Co., that city. Station is subsidiary of that company.

PAUL GOODYEAR returns to WFLN Philadelphia as assistant to RAYMOND S. GREEN, general manager, after tour of duty with Army.

DICK McGEARY, account executive, KWKW Pasadena, and DALTON DANON, general sales manager, West Coast Engineers, L. A. (garbage disposals), to KHJ Hollywood as account executives.

GILL-KEEFE-PERNA, N. Y., appointed national representative by WEW St. Louis and WCYB Bristol, Va.

ROBERT KLEIN, sales manager, KLAC-TV Hollywood, has resigned. DON STALEY, San Francisco manager of Katz Agency, station representative firm, to station as account executive.

Leaders in TWO of the Midwest's Richest Markets!

KMTV-OMAHA
54% Saturation in a Billion Dollar Market

KMTV advertisers get top coverage in the rich Omaha area. More than ¾ million people living in the area have an effective buying income over a Billion Dollars. Pulse figures for the week of April 13, 1952 show that KMTV leads in 68 out of 100 nighttime (6-11 PM) quarter-hours — Monday through Friday. Pulse also reveals that 4 of the top 5 multi-weekly shows and 4 of the top 5 once-a-week shows in the Omaha area are telecast by KMTV.

In addition, KMTV's 52-week rate protection plan provides for the guarantee of rates in effect up to 52 consecutive weeks from starting date of schedule. Advertisers can now make a more realistic year-round TV budget approach.

For the best in TV coverage of the rich Omaha area, contact Katz Agency or KMTV today.

2,779,531 Soil-Rich Midwesterners Live Within KMA's ½ MV Line

At last count, 2,779,531 predominantly-rural midwesterners lived within the KMA ½ Millivolt day-time contour area in Iowa, Nebraska, Missouri and Kansas. That's a market greater than Iowa, Washington State, Oklahoma or Colorado and Nebraska combined!

They're America's top-spending farm market! In 1950 these KMA-Landers spent $2,819,660,000 for goods and services-a figure surpassed only by a handful of metropolitan markets!

Here is the BIG farm market . . . served by the 5,000 powerful watts of KMA — The Midwest's TOP Farm Station. IF YOU sell products or services in the rural and small town midwest, then YOU BELONG on KMA! Contact Avery-Knodel or KMA today.

KMTV CBS DUMONT ABC
OMAHA 2, NEBRASKA
CHANNEL 3
Represented by KATZ AGENCY

KMA 5000 WATTS 960KC
SHENANDOAH, IOWA
Represented by
AVERY-KNODEL, INC

MAY BROADCASTING COMPANY

RADIO TIME SALES Ltd., Toronto, appointed Canadian representative by WGAR Cleveland and WJR Detroit.

CARROLL FOSTER, director of public affairs, KIRO Seattle, appointed assistant to SAUL HAAS, president.

Personals . . .

WALTER HAASE, general manager, WDRC Hartford, Conn., elected director-at-large of city's Chamber of Commerce for three-year term. . . . PETER MUSTAKI, account executive, WQAM Miami, father of boy, Christopher Paul.

HAYDEN HUDDLESTON, sales staff, WROV Roanoke, Va., presented with Distinguished Salesman Award by Roanoke Sales Club . . . JAMES BOWDEN, Minneapolis manager of John E. Pearson Co. station representative firm, father of twins, Michael Laure and Margaret Mary, June 22 . . . STEPHEN W. RYDER, station manager, WENE Binghamton-Endicott, N. Y., elected president of Triple Cities Adv. & Sales Club . . . GRAEME W. ZIMMER, manager of WCAV Norfolk, Va., was special guest at recent Midshipman maneuvers in Norfolk. Mr. Zimmer addressed group on importance of radio in Naval public relations work . . . TOM KRITSER, general manager of KGNC Amarillo, elected to board of directors of National Better Business Bureau, only radio station operator on board of 21 members. . . . FORTUNE POPE, president of WHOM New York and publisher of *Il Progresso Italo Americano*, during his current visit to Italy was granted private audience with Pope Pius XII, was honored at luncheon by Luigi Einaudi, president of Italy, and awarded government's highest award, The Star of Solidarity, by Premier Alcide De Gasperi.

ALAN C. TINDAL, president, WSPR Springfield, Mass., elected to board of directors of city's Orchestra Assn. . . . JOHN D. SCHEUER, operations assistant to general manager, WFIL-AM-TV Philadelphia, named chairman of public relations committee of central Philadelphia branch, American Red Cross.

RCA SCHOLARSHIPS

Revised Program Announced

AN EXPANDED and revised scholarship program offered by RCA for the 1952-1953 academic year will include 14 post-graduate fellowships and 19 scholarships, Dr. C. B. Jolliffe, RCA's vice president and technical director, announced last week.

Total amount of the awards will be $53,000, according to Dr. Jolliffe. This means seven new scholarships and one new fellowship will be made available to deserving young engineers and scientists, it was pointed out.

The revised program includes the award of the David Sarnoff Fellowship, established in honor of the RCA board chairman, for predoctoral students of electrical engineering at New York U. Other RCA fellowships, for which an annual grant of $2,700 is made to each university, are available for graduate students at California Institute of Technology, Columbia U., Cornell U., Princeton U. and the U. of Illinois.

The program also establishes the Frank M. Folsom Scholarship at the U. of Notre Dame in honor of the president of RCA and the Charles B. Jolliffe Scholarship at West Virginia U. Each scholarship carries an annual stipend of $800.

NEW book dealing with psychosomatic medicine titled *Love, Emotions and Your Health* by Norman Ober, staff member of CBS Radio program writing division, has been published by the Modern Living Council, N. Y.

WMPS ELECTIONS

Krelstein, Rudner Promoted

ELECTION of Harold R. Krelstein as president, and William B. Rudner as vice president of WMPS Memphis, was announced last week following a board of directors meeting.

The board also elected Abe Plough, president of Plough Inc., owner of the station, to the newly-created post of chairman of the executive committee. Re-elected officers are Charles Harrelson, secretary-treasurer, and Volney Edwards, assistant secretary-treasurer.

Mr. Rudner

Mr. Krelstein

Mr. Krelstein, a former vice president, will continue as general manager. Mr. Rudner retains the duties of station director.

Also a vice president of Plough Inc., Mr. Krelstein joined WMPS in 1939. In 1940, he was made commercial manager. In 1943, he was promoted to vice president and general manager.

Mr. Rudner came to WMPS in 1946 as a salesman and in 1948 was made sales promotion and merchandising director. He became station director in 1950. His wife is the former Jocelyn Plough.

JUNE 30, 1952

TELECASTING

9

reasons why YOU can SELL N.Y. on channel

9

in our **7th** year

WOR-tv offers you:

★ low-budget programs
★ low-cost facilities
★ time rates at Oct. '51 level
★ non-preemption guaranteed
★ New York's finest studios
★ top film facilities
★ prime 60-second availabilities
★ live-commercial opportunities
★ sales-booster saturation plans

ACT NOW

for best availabilities;
orders for Fall campaigns
now being signed.

America's best tv-spot buy

WOR-tv

serving over 3,000,000 TV homes in the world's largest market

The eyes of Texas' richest
TV market are shining with visions of
"live" network programs . . .

here comes the cable!

. . . that's a magic phrase to people
who plan to buy TV sets—and
to those who have them. It's a
transfusion for a market which will
soon have a quarter of a million TV sets!
When you point the advertising
budget toward Texas, aim for
Channel 8—Dallas!

CHANNEL 8
WFAA-TV
first in Dallas
NBC - ABC - DUMONT
27.1 KW VIDEO • 13 KW AUDIO

TELEVISION SERVICE OF THE DALLAS MORNING NEWS

RALPH NIMMONS: STATION MANAGER
EDWARD PETRY & CO.: REPRESENTATIVES

TELECASTING

JUNE 30, 1952

SUPPORT TO EDUCATORS

Given by Truman, Abrams

PRESIDENT TRUMAN has thrown his support behind the efforts of educators to build noncommercial TV stations.

Last week the President called members of the FCC to the White House for a conference on the educational TV problem.

In a second step, Mr. Truman congratulated Emerson Radio & Phonograph Corp. for its outright gift of $10,000 to each of the first 10 educational licensees to begin regular TV broadcasting, calling for support of educational TV "as a source of great hope for the future of our country."

Obviously concerned over the problem of financing of educational television outlets, the President told FCC members that private foundations might help stimulate the movement. He mentioned the Ford Foundation and recalled how the Carnegie Foundation had been instrumental in establishing libraries in many cities.

When the six FCC members left the Executive Offices, Chairman Paul A. Walker, acting as spokesman, said the President had shown deep interest in educational television outlets.

"He said he wants to see that the 242 channels allocated to educators are utilized and educational TV encouraged by the Commission and the President," Chairman Walker said. "We told him the Commission has allocated the channels. The frequencies are there but the educators have to build the stations."

Organizational Job

Comr. Frieda Hennock pointed out that an "organizational job must be done by the educators." She said the President had suggested that private foundations could help finance these projects and that he hoped the educational stations would last forever.

The President's wire to Benjamin Abrams, Emerson president, follows:

Congratulations on your contribution and support to educational television. The scientific marvel of television has already proved its worth in the fields of entertainment, news and sport events, and I hope will continue to grow in these fields. However, the basic element in American strength and progress has been its educational system. Therefore, I think it is important that an appropriation of our television facilities be devoted to education. This project is a source of great hope for the future of our country. I wish success to the efforts to carry forward this hope to reality.

Harry S. Truman

Comr. Hennock also lauded Emerson for its $100,000 grant. Her wire follows:

It has given me great pleasure to learn of your program to stimulate, encourage and assist the development of educational television. As the first member of the television industry to formally initiate such a policy you are acting in accordance with the highest concepts of the public interest. Moreover, such action is clearly in the best interests of that industry for it and educational television have much to give to one another. Emerson's initial program and its later implementation will play a significant role in bringing a substantial number of educational TV stations into early operation. I confidently believe that it will start a chain reaction that will inevitably lead to a widespread support for educational television among the receiver manufacturers and other industries in this country. For this, you deserve the gratitude not only of education but of those many millions of Americans who will in the future receive this highly beneficial TV service supplying them with the finest in education and culture in homes and classrooms. My congratulations at your forward looking and public spirited action.

Frieda B. Hennock
Commissioner, FCC

* * *

MEMBERS OF FCC at entrance to White House executive offices after conference with President Truman on educational TV (front row, l to r): George E. Sterling, Chairman Paul Walker and Frieda Hennock. Back row, Robert T. Bartley, Robert F. Jones, Rosel H. Hyde. Comr. E. M. Webster is in Europe.

Mr. Abrams voiced hope that the grant, marking Emerson's 30th birthday, would be the beginning of

(Continued on page 85)

HYDE DEFENDS TV PLAN

Before VAB

FCC'S TV assignment plan, and accompanying rules, should bring "efficient handling of hearing cases and just determinations," Comr. Rosel H. Hyde told the membership of Virginia Assn. of Broadcasters Thursday, at their meeting at Old Point Comfort, Va. (see VAB story, page 30).

The issues will be simplified, Comr. Hyde said, "usually to comparative examination of applicants for the same channel in the same city. The number of participants will be limited and the costs in time and money vastly reduced from what would otherwise be expected."

The alternative would have been a vast hearing mess involving frightening complications, he contended, with danger of years of delay in bringing service to the public.

George C. Davis, engineering consultant, predicted reasonable interpretation of the TV allocation rules by the FCC would solve some of the problems. He discussed some of the difficulties facing the Commission along with technical problems inherent with TV.

Comr. Hyde defended FCC's allocation procedure, pointing to the types of VHF hearings and appeals that would have developed through the adoption of any other method. Taking the UHF band, he suggested detailed problems that would have arisen.

Supporting Factors

By any other method, he said, there would have been "a proceeding that was administratively unfeasible, economically wasteful and so demanding in time as to make the recent freeze appear as a brief interlude. . . . In my opinion, avoidance of this administrative morass alone would have been more than ample justification for the adoption of an allocation plan."

He listed other factors in support of the allocation as efficient use of the TV spectrum; protection of small communities in assignments; proper distribution and allocation of channels for noncommercial educational stations, and need of an orderly settlement of assignment problems along the borders.

Any one of these five elements made an assignment plan desirable and necessary, Comr. Hyde said. "All five of these basic factors made an assignment plan the only feasible method of proceeding," he said, adding, "No other more satisfactory method has been made known to us." He conceded that the assignment plan could have been improved had another year been devoted to its consideration, explaining, "We felt that it was more important to have a good plan immediately reflecting the record before us than a more perfect plan sometime in the indefinite future."

Because the TV "production line" had been stopped for a considerable period, he said, the Commission adopted "special rules" based on public need and demand with the objective of providing service "to

(Continued on page 83)

television applications

Digest of Those Filed With FCC June 20 through June 26

(† Indicates pre-thaw application re-filed.)

Boxscore	VHF	UHF	Total*
Applications filed since April 14	104	63	168

* One applicant did not specify channel number.

TOTAL number of television station applications filed with FCC since April 14 rose to 168 late last Thursday, with 59 new and amended applications filed during the week (see late story AT DEADLINE).

Actually, 62 applications were submitted to the Commission, but three had been filed once since mid-April and were merely resubmitted on the new forms.

There were 35 requests for VHF stations and 24 for UHF outlets. Thirty amended applications were tendered and 29 new ones were turned in. There was only one request by an existing station for a change in channel, required under the FCC Sixth Report and Order [B•T, April 14].

Westinghouse Radio Stations, which filed for two stations a fortnight ago, filed for two more—for Fort Wayne, Ind., and Philadelphia —last week. Both are for UHF stations.

Scripps-Howard's WNOX Knoxville filed for a TV station. The City of Jacksonville, which had a CP for a TV station at one time but lost the permit when the FCC concluded the city was taking too long to build, filed again. And the three Texas oil men who at one time owned three-fourths of KPHO-TV Phoenix, Ariz., and had control of KEYL (TV) San Antonio, Tex., applied for stations in New Orleans, Dallas, Houston and Corpus Christi. The trio is made up of R. L. Wheelock, W. L. Pickens and H. H. Coffield. Mr. Coffield's son, C. H. Coffield, also applied for a TV outlet last week. He seeks an Austin, Tex., station.

* * *

LISTED BY STATES

†OAKLAND, Calif.—Tribune Bldg. Co. (KLX-AM-FM), VHF Ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,338 ft., above ground 240 ft. Estimated construction cost $651,062, first year operating cost $682,643, revenue $676,528. Post Office address: 13th & Franklin Sts., Oakland 12, Calif. Studio location: Tribune Tower. Transmitter location: 0.2 mi. W.-N.W. from Redwood Peak. Geographic coordinates: 37° 49′ 08″ N. Lat., 122° 10′ 45″ W. Long. Transmitter RCA, antenna RCA. Legal counsel St. Clair, Connolly & Corini, San Francisco. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Principals include President **J. R. Knowland Jr.** (22%), Vice President **J. R. Knowland,** Secretary-Treasurer **Jean H. Crawford,** Asst. Treasurer **William F. Knowland** (22%), Franklin Investment Co. (55%).

†WATERBURY, Conn.—American-Republican Inc. (WBRY), UHF Ch. 53 (704-710 mc); ERP 229.1 kw visual, 114.6 kw aural; antenna height above average terrain 627 ft., above ground 510 ft. Estimated construction cost $408,769, first year operating cost $264,000, revenue $245,000. Post Office address: P. O. Box 1627, Waterbury. Studio and transmitter location between Bunker Hill Road and Park Road. Transmitter location: extension 0.6 mi. East of substation. Geographic coordinates: 41° 33′ 51″ N. Lat., 73° 04′ 29″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer James C. McNary, Washington. Principals include President and Treasurer **William J. Pape** (0.002%), 1st Vice President and Assistant Treasurer **William B. Pape** (7.2%), 2nd Vice President **Eric Pape** (4.2%) and 3rd Vice President **E. Robert Stevenson** (5.1%). Pape Shares Voting Trust hold 63% of stock.

†WATERBURY, Conn. — WATR Inc. (WATR), UHF Ch. 53 (704-710 mc); ERP 257 kw visual, 120.22 kw aural; antenna height above average terrain 792 ft., above ground 120 ft. Estimated construction cost $283,698, first year operating cost $200,000, revenue $190,000. Post Office address: 440 Meadow St., Waterbury. Studio location: 440 Meadow St. Transmitter location: West Peak, Meriden, Conn. Geographic coordinates: 41° 33′ 42″ N. Lat., 72° 50′ 36″ W. Long. Transmitter RCA, antenna RCA. Consulting engineer G. W. Ray, Stratford, Conn. Principals include President **Harold Thomas** (98.5%), Vice President **Leon Thomas** (0.5%) and **B. Z. Zucker** (0.5%).

†JACKSONVILLE, Fla.—City of Jacksonville (WJAX-AM-FM) VHF Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 548 ft., above ground 595 ft. Estimated construction cost $390,290, first year operating cost $245,000, revenue $364,562.50. Post Office address Municipal Bldg., Jacksonville. Studio location Hyde Park Cedar Hills Golf & Country Club, Jacksonville. Transmitter location same as studio. Geographic coordinates 30° 17′ 09.366″ N. Lat., 81° 44′ 52.181″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Paul Godley Co., Upper Montclair, N. J. The City of Jacksonville is sole owner. Mayor **W. Haydon Burns,** Commissioners **J. Dillon Kennedy, Guy L. Simmins, Claude Smith, Ernest L. Haselden.**

†TAMPA, Fla.—Tampa Times Co. (WDAE-AM-FM), VHF Ch. 13 (210-216 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 465 ft., above ground 501 ft. Estimated construction cost $390,320, first year operating cost $400,000, revenue $425,000. Post Office address: 114 North Franklin St., Tampa. Studio location: 114 North Franklin St. Transmitter location: Tampa and Whiting Streets. Geographic coordinates: 27° 56′ 42″ N. Lat., 82° 27′ 29″ W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Paul Godley Co., Upper Montclair, N. J. Principals include President **David E. Smiley** (88.58%, Vice President **Joseph F. Smiley** (3.14%) and Treasurer **David E. Smiley Jr.** (3.14%).

†TAMPA, Fla—The Tribune Co. (WFLA) VHF Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 486 ft., above ground 531 ft. Estimated construction cost $961,887, first year operating cost $655,000, revenue $270,-000. Post Office address: Corner Lafayette & Morgan Sts., Tampa, Fla. Studio location: Lafayette & Morgan Sts., Tampa, Fla. Transmitter location: Near Routes 41 & 316, near Tampa, Fla. Geographic coordinates 27° 55′ 14″ N. Lat., 82° 22′ 02″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include Chairman of Board **D. T. Bryan,** Pres.-Treas. **John C. Council,** Vice-Pres. **James A. Griffin Jr.,** Vice-Pres. **Truman Green,** Secy. **J. S. Bryan Jr.** Vote by Proxy: J. C. Council (4,933), J. A. Griffin Jr. (2,506) (out of 7,439 shares).

AUGUSTA, Ga.—Twin States Bctg. Co. (WGAC) VHF Ch. 12 (204-210 mc); ERP 108 kw visual, 54 kw aural; antenna height above average terrain 426 ft., above ground 420 ft. Estimated construction cost $245,340, first year operating cost $210,000, revenue $170,-000. Post Office address: 664 Broad St., Augusta. Studio and transmitter location ½ mi. SW of Martinez, Columbia Co., Ga. Geographic coordinates 33° 30′ 41″ N. Lat., 82° 04′ 44″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include Chairman of the Board **F. F. Kennedy** (33⅓%), President **A. D. Willard Jr.,** Vice President **Millwee Owens** (33⅓%), Vice President - Controller **D. McDonald,** Secretary-Treasurer **G. R. Boswell** (33⅓%).

†BOISE, Idaho—KIDO Inc. (KIDO), VHF Ch. 7 (174-180 mc); ERP 52.4 kw visual, 26.2 kw aural; antenna height above average terrain 80 ft., above ground 387 ft. Estimated construction cost $189,018, first year operating cost $91,300, revenue $120,000. Post Office address: Chamber of Commerce Bldg., 709 Idaho St., Boise. Studio and transmitter location: 0.2 mi. N.-N.W. of Crestline Drive. Geographic coordinates: 43° 37′ 50″ N. Lat., 116° 10′ 44″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Georgia M. Davidson** (93.1%), Vice President **Walter E. Wagstaff** (6.9%), and Secretary-Treasurer **Oscar W. Worthwine.**

HARRISBURG, Ill.—Turner-Farrar Assn. UHF Ch. 22 (518-524 mc); ERP 11 kw visual, 5.5 kw aural; antenna height above average terrain 502 ft., above ground 530 ft. Estimated construction cost $167,194.60, first year operating cost $75,000, revenue $60,000. Post Office address: 21½ W. Poplar St., Harrisburg, Ill. Studio and transmitter location 21 W. Poplar St., Harrisburg. Geographic coordinates 37° 44′ 20″ N. Lat., 88° 32′ 21″ W. Long. Transmitter DuMont, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include General Partners **O. L. Turner** (25%), **Oscar L. Turner** (25%), **Charles O. Farrar** (25%), **Ethel M. Turner** (20%), **Harry R. Horning** (5%). O. L. Turner has interests in: Turner-Farrar Theatres, operating a number of Illinois theatres; Grand Enterprises, Carrier Mills, Ill.; Albion Theatres Inc., Albion, Ill.; Chester Theatres Inc., Chester Ill.; Sparta Theatres Inc., Sparta and Coulterville, Ill.; Capitol Theatre Co., Rosiclare, Ill.; Galatia Theatre Co., Galatia, Ill. Oscar L. Turner and his wife, Ethel M. Turner, as partners, have interests in: Harrisburg Lumber Co., Harrisburg, Ill.; Turner-Farrar Theatres, Grand & Orpheum Theatres, Eldorado, Ill.; Grand Enterprises, Albion Theatres; Chester Theatres; Sparta Theatres; and half of several Harrisburg business buildings. Charles O. Farrar has interests in the following firms mentioned above: Galatia, Turner-Farrar, Albion, Sparta. Henry Horning has interests in Turner-Farrar, Sparta, Galatia.

PEORIA, Ill. — Trans-American Television Corp. UHF Ch. 43 (644-650 mc); ERP 22.9 kw visual, 11.45 kw aural; antenna height above average terrain 500 ft., above ground 430 ft. Estimated construction cost $188,811, first year operating cost $120,000, revenue $140,000. Post Office address Suite

(Continued on page 62)

JASPAR N. DORSEY, district manager, Southern Bell Telephone Co., adjusts dial which brings "perfect" cable picture from New York to WTVJ (TV) Miami. Watching are (l to r) Hoke Welch, managing director, *Miami Daily News;* Col. Mitchell Wolfson, WTVJ president, and Lee Ruwitch, WTVJ vice president-general manager.

COLOR BAN

Partial Thaw Stirs Little Optimism

ARTIAL thaw of the government's freeze on manufacture of olor-casting equipment last week ised little prospect in industry rcles for any immediate progress the color TV mass production arket.

In a compromise gesture, the Naonal Production Authority finally ued its amended regulation M 90), permitting standard setakers to apply for authority to oduce home-type color receivers der certain conditions and exapting theatre, department store d other commercial equipment B•T, May 12].

Thus, NPA hoped—and frankly nceded — that it would quiet harges that the government had nned the end product—color TV uipment.

The agency left the door ajar but hedged its new order with an ray of imposing obstacles as to ntinue preclusion of mass color V set output and related equipent during the current emerncy. Instances of approval would, deed, be "exceptional," NPA acowledged.

Highlights Listed

Highlights of the new directive:

● Manufacturers may apply r permission to turn out household colorcasting receivers, adapers and converters out of present aterials providing they:

(1) Have made a "substantial" inestment in color TV research and velopment.

(2) Don't divert key technicians d other engineering personnel om defense projects.

(3) Maintain military schedules d not refuse government contracts cause of proposed colorcasting proction.

(4) Use no additional amounts of eel, copper, aluminum, and other ntrolled materials.

● Manufacture of certain types TV equipment—viz., the proed Eidophor projection theatre stem (which General Electric ould make), is now exempt, as equipment for closed circuit epartment store use.

● Manufacture of equipment r "experimental, defense, industial and hospital or educational es" still is exempt.

The amended regulation was ewed with mixed reaction in anufacturing and Congressional uarters as RCA once again took the cudgels for its color TV sysm (see story page 54).

Sen. Edwin C. Johnson (D-Col.), ost vociferous critic of the origal order in Capital Hill, described e order as a "feeble step." He told ROADCASTING • TELECASTING:

"Unnecessary and uncalled for strictions have been placed on e application of color television this order." Obviously displeased ith the order despite NPA's reoval of the ban on the actual end product, he refused to discuss the order further beyond indicating he planned no direct action.

Paul Raibourn, president of Paramount Television Productions Inc. and vice president of Paramount Pictures Corp., stated:

"It's as well drawn as possible to prevent the manufacture of color television sets for the public and still withdraw from the position of control of the end product."

Dr. W. R. G. Baker, general manager of General Electric Co.'s Electronics Division, Syracuse, N. Y., declared:

If General Electric at this time were to gear up for mass production of color television receivers it would cause irreparable harm to important military production. In February I informed NPA that 75% of our engineers . . . are engaged on military projects and that commercial production of color television equipment would require the diversion of from 15% to 20% of these engineers from highly important military work. This situation remains unchanged today. We are entering the peak period of military electronics production. I feel it would not be, in these still uncertain times and for some months to come, in the best interests of our national security for General Electric to undertake production of color television receivers.

Prospect for any mass rush into home-type color TV production was viewed dimly by DuMont Labs., Motorola Inc., John Meck Industries, Hallicrafters, Admiral Corp. and other firms. They agreed mass-market color receivers are still from two to three years off.

Allen B. DuMont, president, Allen B. DuMont Labs., said: "This order won't change things at all at this time. No one is anxious to get into the field sequential system and it will be some time before the dot sequential system will be available for use."

RCA, Columbia's principal opponent in the color TV battle, had only a firm "no comment" on the NPA action.

Earl I. Sponable of 20th Century-Fox Film Corp., who headed the film company's work on Eidophor, said plans for manufacture of this large-screen color TV equipment have not reached a point where they can be publicly disclosed. He pointed out, however, that the company has an arrangement with General Electric for ultimate production of Eidophor equipment and that work is progressing on the refinements of techniques and on completion of designs for industrial uses.

CBS Statement

CBS Inc. said the order would have no affect on its "present operations or our plans for the future." CBS statement follows:

CBS-Columbia Inc., the CBS set manufacturing subsidiary, is now engaged in defense work and has plans for increased participation which will occupy fully all available technical and engineering personnel.

The NPA conditional authorization for color TV receivers manufacture applies only to those companies which have made a substantial investment in color television research and development. As NPA points out, few companies will be able to qualify. No single manufacturer or broadcaster, or even a small group, can make color television a living reality in the homes of the nation in the face of resistance or lack of cooperation from the majority of the industry.

CBS, almost singlehandedly, developed the system of color television which received official approval of the FCC, and this in spite of active or passive opposition from most of the large manufacturers of television equipment. We are not justified in extending at this time further manufacturing and broadcasting resources in this effort unless it appears that other subsantial segments in the industry are prepared to go forward.

We will, however, continue active research efforts in the color field and give full support to the development of industrial, theatre, and other non-broadcast applications of color television.

NPA Administrator Henry H. Fowler said he does not anticipate that many applications will be filed, but NPA explained it will make a "careful investigation and determine there will be no interference with defense activities before approving production for a specific, limited period of time."

In announcing the amended order, Mr. Fowler said it "removes the only NPA restriction on the production of a specific type of end product — color television equipment—and substitutes a regulatory provision which is more consistent with NPA policy and the purposes of the Defense Production Act." Mr. Fowler also heads the Defense Production Administration, NPA's policy parent.

Mr. Fowler acknowledged that earlier criticism of the regulation was justified "on the grounds that it discriminated against companies devoted exclusively to the development of color television, and also interfered with the entry of new firms and new developments in the television industry."

Noting that the original order, in effect since last November, did

(Continued on page 54)

HENRY J. KAUFMAN (2d l), of Henry J. Kaufman & Assoc., Washington, receives the annual Creative Awards Trophy at the National Advertising Assn. Network convention at Skytop, Pa. [B•T, June 23]. At ceremony were (l to r) Harry Hoffman, Hoffman & York Inc., Milwaukee; Mr. Kaufman; Oakleigh R. French, of Oakleigh R. French & Assoc., St. Louis, and Bill Sigmund, of the Kaufman agency.

PROGRAM COSTS

Nielsen Reports Lower Level

WHILE critics decried spiralling program costs in television, several shows achieved a satisfactory level of low cost per thousand homes reached during the past winter season, according to the June issue of *Nielsen Newscast*. Bulletin is issued monthly by the Radio-TV Div. of A. C. Nielsen Co.

There were *Captain Video*, sponsored by General Foods Corp. across the board on Du Mont at 7-7:30 p.m., which Nielsen figures reached homes at $4.80 per thousand; *Strike It Rich*, Colgate-Palmolive-Peet sponsored program on CBS-TV, which got into a thousand homes for $3.75; *I Love Lucy*, Philip Morris' top-rating show on CBS-TV ($4.27); *Lone Ranger*, whose ABC-TV network was split between General Mills and American Bakeries ($6.72); *Howdy Doody*, performing for nine sponsors on NBC-TV ($2.69), and *Godfrey's Talent Scouts*, whose Lever Bros. Co. Lipton Tea plugs reached TV homes at $2.65 a thousand.

Morning televiewing across the country doubled from December to March, the Nielsen statisticians reported. Between 7 a.m. and noon, the average TV set was used for 13 minutes a day in December, 27 minutes in March. Afternoon viewing also was up, from 1 hour and 6 minutes in December to 1 hour and 24 minutes in March.

Radio listening, meanwhile, held its own in the morning, averaging 55 minutes per home per day in both December and March. In the afternoons there was a slight increase in radio set use, from 1 hour, 13 minutes, in December to 1 hour, 17 minutes, in March.

Spraynet Campaign

HELENE CURTIS Industries, Chicago, will use TV spot to introduce its new Spraynet, placing of which will be contingent on product's distribution. Schedule is slated to start in Chicago, New York and Los Angeles. Agency is Russell M. Seeds, Chicago.

EIDOPHOR SEEN

N. Y. Demonstration Held

EIDOPHOR system of theatre color television won the commendation of observers last week at its first "public" demonstration in the U. S.

President Spyros P. Skouras of 20th Century-Fox Film Corp., which holds world rights to manufacture and distribution of Eidophor projectors, said it marks "a new era of prosperity for the motion picture industry."

The initial U. S. demonstration, held by 20th Century in New York on Wednesday and to be followed by 20 others by the middle of this week, consisted of a 30-minute live variety show witnessed by some 200 scientists, theatre owners, and newspapermen.

Compared to Technicolor

The results, in the opinion of observers, appeared to be approximately comparable with those of technicolor reproduction. Color reproduction was accepted as faithful, except for occasional "blooming" of strong colors upon nearby objects, and a tendency of facial tones to vary somewhat with changes in lighting. No color breakup was noticeable.

The Swiss-developed Eidophor system as demonstrated by 20th Century employs an adaptation of the CBS color TV process (field sequential system, but with standards different from those proposed by CBS for home color TV). But film company spokesmen said "it can be made to receive any type of TV signal either in black-and-white or in color. . . ."

The program originated from sound stages of Movietone News studios two blocks from the 20th Century home-office theatre where it was viewed. Mr. Skouras said that it was arranged with an eye toward showing the system's color capabilities and not as examples of theatre color TV shows.

But the features covered a wide range, including singers, dancers, chorus lines, a comedian, a dramatic sketch, a scene from "Faust," and a round of boxing. TV star Kyle McDonnell was mistress of ceremonies.

A 20th Century statement issued at the demonstration gave company thinking on Eidophor:

As now planned, Eidophor will be launched with a show built up for telecast in the same manner as stage shows are presented at the Music Hall and Roxy Theatres in New York today. Just as these shows are played in the theatre three or four times a day, they will be telecast for the exclusive theatre reception and used by each theatre according to its individual policy.

It is planned to telecast these shows from New York, for example, to cover the Eastern time zone. For the Central time zone, other or similar shows will be telecast from Chicago, or some other central location in that zone; from Denver to cover the Mountain time zone; and from Los Angeles or San Francisco to cover the Pacific time zone.

There can be a new show every week so that eventually there will be three, four or perhaps more shows telecasting every week to cover all theatres. In smaller towns, where theatres may have two changes or more a week, it will be possible for them to have different television shows for each change. . . .

Color Ban Thaw Stirs Little Optimism

(Continued from page 53)

not restrict color TV research and development, Mr. Fowler said that it prevented the utilization of the "practical results of research in products for general use."

The new order, he explained, "eliminates these objections, while affording protection against an all-out production of color television sets that could hinder defense production by drawing engineers away from even the most urgent military projects."

The regulation partly eliminates "objections" voiced by Paramount Pictures, of which Chromatic is a subsidiary, and 20th Century Fox Film Corp., which carried its case to NPA through the Motion Picture Assn. of America, Theatre Owners of America and National Exhibitors Theatre Television Committee.

Sen. Johnson, chairman of the powerful Senate Interstate & Foreign Commerce Committee, had sharply criticized the first order as an "unwarranted crippling blow" at color TV and an attempt to ban the end product.

Sen. Johnson has felt it "apparent . . . that Chromatic Television Labs or anyone else . . . could go ahead and manufacture color equipment so long as additional materials, other than those duly allocated, were not required. . . ."

It is the claim of Paramount-Chromatic that no greater quantities of materials would be needed to launch production of the Lawrence tri-color TV tube. Under the new order, Chromatic could file for authority to produce a receiver capable of receiving both color and monochrome TV [B•T, Jan. 27, 7]. Mr. Raibourn feels chromatic could meet all NPA requirements.

Paramount contends that any good-quality receiver can be modified to receive color and monochrome by inserting the Lawrence tube, adding an adapter and making minor circuitry changes. NPA officials said differential in materials for circuitry changes from monochrome would be a key factor in approval.

Materials Question Raised

With respect to Eidophor, 20th Century Fox Film Corp. has held that "little, if any, critical material, will be required for color projection over and above that now permitted for black and white theatre television." Progress in development and simplification of large screen projection equipment in the CBS-20th Century-GE system was extended further last week by private showings in New York (see story, this page).

Exemption of theatre TV was viewed as a victory by attorneys for MPAA, NETTC and TOA which had beseeched NPA not to impede this "growing industry" with prohibitions intended for home-type color sets.

Mr. Fowler also recalled that at the second industry-government conference last winter [B•T, Feb. 11, et seq.], manufacturing representatives stated they are heavily engaged in defense work and felt broadcasters are not disposed or prepared to offer color TV programs. Color TV was blacked out for the duration last fall following the first conference [B•T, Nov 26, Oct 29, 22, 1951].

NPA has been under fire in recent months to amend the original order by exempting theatre TV interests and clarifying other provisions. The Defense Dept. has strongly supported retention of the order in its present form or, if amended, maintenance of the ban on mass production in the interest of keeping vital technical help on military contracts.

Thus, NPA last Tuesday issued a revised M 90 with the hope of satisfying theatre TV, Paramount, Defense Dept. and Congressional critics.

Mr. Fowler of NPA frankly expects few standard black and white set makers to qualify for permission to make home-type color sets, under the rigid reservations imposed by the NPA, and approval in any case would be "exceptional," he conceded.

The engineering factor has transcended that of scarce materials since Nov. 20, 1951, when the order first went into effect. At that time materials were acutely short; now, however, while the shortage has somewhat abated, scarcity of electronic engineers and technicians has become more aggravated. This condition is expected to continue for another two years, NPA said.

Industry's requirements for engineers and other skilled personnel have mounted substantially, with a number of firms reporting assignment of up to 90% of their staffs to defense projects. Part of this is attributable to greater needs for complex military electronic products.

To meet this condition, manufacturers would be prohibited from diverting electronic technicians, design engineers, draftsmen, professional engineers, physicists or tool and die makers to civilian color TV pursuits. "Technicians" group includes all but those concerned with service-repair of broadcast-receiver equipment.

Firms applying for permission must file with NPA on NPAF-207. Approval would cover only certain specified periods and applies to activities involving "production and assembly of home-type television sets" and "attachments and parts" designed to facilitate color TV reception.

There was another indication that manufacturers intend to concentrate on black-and-white set production. For one thing, the government has taken steps which virtually exempt all but the larger companies from controls over copper and aluminum.

RCA COLOR TEST

Waits on FCC Approval

RCA is prepared to conduct extensive field experiments with its "compatible color television system and tri-color tube" but thus far has only a vague indication that FCC might permit it. The Commission previously had turned down similar requests of Philco, General Electric Co. and others.

In an exchange of RCA-FCC correspondence, made public Wednesday by the Commission, RCA disclosed it wanted to carry out on-the-air color tests during broadcast hour (see color equipment story, page 53).

FCC, in reply to a letter sent to Chairman Paul A. Walker by Dr. C. B. Jolliffe, RCA vice president and technical director, said the Commission "up until now maintained a strict policy against permitting experimentation with compatible color television systems during broadcasting hours."

The Commission said it believed "in general" the policy "ought to be maintained" but recognized "that deviations from this policy will be necessary on occasion in order to permit full scale experimentation and field testing."

FCC Reply

In its reply, FCC said it will consider "on a case to case basis applications for experimental authorization during regular broadcast hours upon a showing that such experimentation is necessary in light of the individual field tests contemplated. Any such application must describe in detail the nature of the field test and state exactly why such field tests cannot be accomplished at other than regular broadcast hours."

The RCA letter had set out reasons for the desire to conduct tests during broadcast hours. RCA explained regular WNBT (TV) broadcasts start at 7 a.m. five mornings a week, at 9 a.m. Saturday and 9:30 a.m. Sunday, never ending until after midnight. This "seriously hampers and delays the required testing" of its color experiments, RCA noted.

Work on the color system has now reached a point "where extensive field testing and work on-the-air under regular broadcast conditions is required" if an application to set standards for a compatible system is not to be delayed, according to RCA.

Early morning tests do not permit comparative broadcasts with monochrome standards, RCA pointed out, and a representative number of viewers in different locations under varying conditions cannot be obtained. Besides, RCA added, time restrictions place a severe physical burden on personnel.

The RCA letter cited FCC actions setting standards for the "incompatible field sequential system" and that it did not close the door to further tests. It added that the FCC had restricted color tests during regular broadcast hours.

ONE DIRECTION FORWARD IS STRAIGHT UP!

And up goes the antenna height for San Francisco's pioneer television station, KPIX ... up atop Mt. Sutro ... up from 630 to 1350 feet above sea level, adding 1680 square land miles to its Channel 5 viewing area, giving KPIX viewers Northern California's top TV reception quality.

To make this assurance doubly sure, KPIX telecasting will now be powered by a great, new G-E transmitter.

The utilization of this new equipment on July 1 marks another step in the program of progress undertaken by KPIX with the construction of the West's finest TV studio building, completed last February.

★

Greatest shows ... brightest stars ... top production ... finest reception. These are your advantages on ...

KPIX

SAN FRANCISCO, CALIFORNIA

TELEVISION CHANNEL 5

... affiliated with CBS and DuMont Television Networks ... represented by the Katz Agency

FLA. FILM BID

Would Lure Producers

GOV. FULLER WARREN of Florida served notice yesterday (Sunday) that Florida plans to buck Hollywood and New York for a major slice of the growing film industry.

In a directive to Walter Keyes, executive head of the Florida Improvement Commission, Gov. Warren said that a strong bid must be made in presenting Florida's advantages to the large and small producers who make motion pictures for theatre and television showing.

Gov. Warren recalled in the directive that Florida tried to attract the film industry as far back as 1933 when its citizens voted a constitutional amendment exempting such investors from all property taxes. Though such exemptions have since expired, Gov. Warren indicated that additional tax concessions could be legislated to lure segments of the industry to Florida.

He noted that Florida's constitution prohibits certain business taxes and its equitable property taxes with homestead exemptions would appeal to entertainers and film production personnel.

FILMED PITCH

Made for KRON-TV by F&P

WHAT was said to be the first 16mm sound-on-film presentation of a television station's programming and talent personalities is now being shown to New York agency account and media personnel by Free & Peters, according to John W. Brooke, eastern television sales manager.

The film was produced for the *San Francisco Chronicle's* KRON-TV by Don Flagg Productions. It stresses the theme, "You Will Sell More on Channel 4 Because Your Customers See More on Channel 4." Free & Peters is KRON-TV's national sales representative.

REED NAMED

Heads JCET Field Program

PAUL C. REED, consultant for visual and radio education, Rochester Public Schools, has been appointed assistant director of the Joint Committee on Educational Television. He will head the JCET field service program. The appointment was announced last week by Ralph Steetle, JCET executive director. Mr. Reed is on one year's leave of absence from his Rochester post and will headquarter with JCET in Washington.

With JCET, Mr. Reed will administer an extensive TV consultant service. He will assign specialists in programming, engineering, communications law and administration to conduct exploratory discussions with educational groups who plan to utilize the TV channels reserved for educators by FCC in its Sixth Report [B•T, April 14]. JCET presented education's case for channel reservations during the allocation proceeding.

WELCOME is given by Charles H. Crutchfield (r), WBT and WBTV (TV) Charlotte, N. C., general manager, to George Delios, former program manager for Greek Radio Institute of Salonika. Mr. Delios was a guest of WBT under auspices of the State Dept.'s exchange program. Mr. Crutchfield had been in Greece on a State Dept. mission.

MIAMI U. GRANT

For Study of TV in Elections

CROSLEY Broadcasting Corp., Cincinnati, has awarded a $10,000 grant to Miami U., Oxford, Ohio, for a study of television's role in the 1952 elections.

The grant was arranged by James D. Shouse, Crosley board chairman, and was made to the marketing department of Miami's School of Business Administration. That department will work out the study under the direction of Dr. Joseph C. Seibert, department head.

Dr. Seibert said that Crosley, aware of the obligation of the television industry to determine the extent of television influence, enlisted the aid of the university. A preliminary report is scheduled for January and a final report will be made next June.

This is the third annual grant made by Crosley in its educational program. The U. of Cincinnati and Xavier U. in Cincinnati have received research grants in the past two years.

Crosley owns WLW and associated TV and FM stations in Cincinnati, TV and FM station in both Dayton and Columbus, and WINS New York.

CD THEATRE SHOWING

Officials Highly Pleased

CLOSED CIRCUIT theatre TV demonstration beamed by the Federal Civil Defense Administration for over 15,000 policemen in 10 U. S. cities came off last Thursday without a hitch. Agency authorities said they were highly pleased with audience reaction thus far.

The one-hour program originated in the studios of WMAL-TV Washington and was sent out by microwave and cable to theatres in Boston, New York, Baltimore, Philadelphia, Pittsburgh, Cleveland, Toledo, Detroit, Chicago and Milwaukee [B•T, June 23].

Candidate for TV

PRESIDENTIAL candidate or not, Gov. Adlai Stevenson of Illinois, part owner of Sangamon Valley Television Corp. (WTAX - AM - FM Springfield), is the first political "hopeful" to become a TV applicant. The Governor is 2.5% owner of Sangamon, applicant for VHF Channel 2 in Springfield. Additionally, Max O'Rell Truitt, son-in-law of Vice President Alben Barkley, is shown as 8% owner in the Eastern Radio Corp. (WHUM Reading, Pa.), applicant for UHF Channel 55 in that city.

MOVIE TV HEARING

MPAA, ANE Asks Fall Date

THEATRE television interests last week asked FCC to quit putting off the long-delayed hearing on their application for sanction of service.

The case was first set for hearing nearly 2½ years ago, it is pointed out in a joint petition filed by Motion Picture Assn. of America and National Exhibitors Theatre Television Committee. Continuances have come at frequent intervals, with the latest date for hearing set at Jan. 12, 1953.

Theatre interests have suffered a "heavy burden," the petition states, having repeatedly prepared to meet each hearing date by readying witnesses and material. The Commission is asked to assign a minimum period of eight hearing days in the autumn, with Oct. 13 or 20 suggested as a starting date.

FILM GRID SERIES

Sportsvision Gets PCC Rights

SPORTSVISION Inc., Hollywood, announced last week it will produce five football games a week, on film, for television this fall. One of the films—*National Game of the Week*—will be a coast-to-coast presentation, the company said.

Others to be filmed are the *Big Ten Game of the Week, the Big Seven Game of the Week* and the *Pacific Coast Games of the Week.* The latter will be shown in six western television markets.

The firm, a spokesman said, has been selected by member schools of the Pacific Coast Conference to act as their exclusive representatives for the sale and production of all "live" television and film television rights and programs during the academic year 1952-1953.

WBAP-TV Prepares

WBAP-TV Fort Worth is completing last-minute details toward bringing area viewers their first "live" network programs tomorrow (Tuesday). A crew of technicians have installed a 6x8' reflector screen some 275' above the ground on the station's 502' antenna as part of temporary signal channeling arrangement.

NCAA RIGHTS

Awarded to NBC-TV For '52

TELECASTING rights to the 1952 college football program as set up by the National Collegiate Athletic Assn. [B•T, June 9], have been awarded to NBC-TV, the NCAA Television Committee announced Thursday.

Twelve major college gridiron contests will be broadcast during the season—on 11 successive Saturday afternoons starting Sept. 20 and ending on Thanksgiving Day. There also will be "a comprehensive offering of small college games, to be presented locally."

Selection of the games to be telecast each week will be the responsibility of NBC-TV, presumably with the aid of the sponsor or sponsors of the series and their advertising agencies. NBC-TV will also negotiate for the rights to those games directly with the colleges. Cities will not be blacked out as they were last year.

Three Days Negotiating

Award of the NCAA telecasts to NBC-TV came at the conclusion of three days of negotiations between TV networks, advertisers and advertising agencies and the NCAA TV committee. Basis was NBC-TV's proposed geographical coverage, its facilities and its projected program for informing the public about the colleges and their educational and athletic activities.

Bob Hall, director of athletics of Yale U., chairman of the committee, in a letter to Joseph H. McConnell, NBC president, stated:

> The NBC proposal was the most complete and comprehensive of all the bids we received. . . . The public will not only see the finest of football fare, but through the great medium of television will be informed . . . of the values which are inherent in the college educational and athletic programs. We are completely convinced that NBC will do the job.

Details of NBC-TV's plan were not divulged by neither the committee nor the network, which under the NCAA plan could not begin negotiating with any college or university until after its acceptance by the committee. Tom Gallery, director of sports for NBC-TV, who, with Davidson Taylor, general executive, carried on the network's negotiations with NCAA, said that he has already started contacting colleges to arrange the TV schedule.

NBC-TV now must also start looking for a sponsor for the 12 major and many minor gridiron telecasts. Last year, when NBC-TV carried the NCAA season, the 19 games included were sponsored by Westinghouse Electric Co., at a reported $633,142 cost. Westinghouse this year is sponsoring a summer-fall political series on CBS-TV starting with the political conventions and culminating with election night and thus presumably not in the market for another fall football TV schedule.

this man can sell groceries in Cleveland

ice cream in Indianapolis or soft drinks in Jacksonville

Proof? Look at his nation-wide record. He's selling Durkee's foods in San Francisco and Los Angeles . . . he's boosting sales of Manor House Coffee in Davenport . . . he's creating customers for jewelry stores in Erie, Pa. and Huntington, West Va.

He's moving a lot of merchandise for 39 different sponsors in 51 TV markets. *He can do it for you.*

Who is he? Brian Donlevy, top radio and TV personality, and star of "Dangerous Assignment"—NBC-TV's exciting adventure-mystery film program produced for exclusive *local sponsorship at local cost.*

How does he do it? By attracting king-size audiences and holding their attention . . . right through the commercials. Stations report these typical May ratings: 22.1 in New York (ARB); 34.5 in Detroit (ARB); 18.8 in Columbus (Pulse); 24.2 in San Francisco (ARB); 45.5 in Milwaukee (Pulse); and 55.5 in Pittsburgh (April Pulse).

You must act fast! "Dangerous Assignment" sells *for* sponsors—that's why it was sold *to* sponsors in 51 TV markets in less than five months. For special audition film, list of sponsors and prices, write, wire or phone:

You can still buy
"Dangerous Assignment"
—if you act fast—in:

BALTIMORE
JOHNSTOWN
LANCASTER
WILMINGTON
PROVIDENCE
JACKSONVILLE
RICHMOND
FORT WORTH
AMES-DES MOINES
CLEVELAND
GRAND RAPIDS
INDIANAPOLIS
SAN DIEGO

NBC-TV *film syndicate sales*

30 Rockefeller Plaza, New York 20, New York

Station
KRLD TV
Dallas

Texas' Most Powerful Television Station

★

SERVES THE LARGEST

TELEVISION MARKET...

Southwest

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area

NOW

171,791

TELEVISION HOMES IN **KRLD-TV'S** EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why **KRLD-TV** is your best buy

Channel 4 . . . Represented by
The BRANHAM Company

telestatus

Program Survey Made By Research Foundation

(Report 222)

SELECTION of "The Top Ten of TV" by the National Foundation for Psychological Research in an effort to combat proposed Congressional censorship of television was announced last week by Dr. Mason Rose, foundation's head.

Dr. Rose said his organization had conducted a survey among thousands of TV viewers with this conclusion: "These top ten programs clearly demonstrate that none of them can be classed among what certain congressmen have declared 'objectionable and in bad taste.'"

The ten shows selected were:

Best dramatic show (live)—*Studio One*, CBS-TV.

Best dramatic show (filmed)—*Rebound*, a Bing Crosby Enterprises series, ABC-TV.

Best musical show—*The Dinah Shore Show*, NBC-TV.

Best situation comedy show—*I Love Lucy*, a Desilu Production, CBS-TV.

Best children's program—*Kukla, Fran & Ollie*, NBC-TV.

Best news show—Edward R. Murrow's *See It Now*, CBS-TV.

Best variety program—*The Ken Murray Show*, CBS-TV.

Best daytime show — *The Garry Moore Show*, CBS-TV.

Best audience participation program—Groucho Marx's *You Bet Your Life*, a Filmcraft Production, NBC-TV.

"To censor an entertainment medium where the widest segment of the public has selected these stars and attractions as their regular listening fare would be adding a fifth wheel to the statute books," Dr. Rose stated.

* * *

Meck Sees Boxing As TV's Best Salesman

BOXING MATCHES on TV are the medium's best salesmen, according to John S. Meck, president of Scott Radio Labs., Chicago. He said orders for home demonstrations of sets are 75% higher on Wednesdays, when a favorite bout is telecast weekly, than on any other day of the week. Second best day is Friday, he said, when boxing matches again are shown. "Seeing events while they are happening is the biggest appeal of television, and the chance to be there when something important is happening is the greatest motivation to get the set," Mr. Meck said.

* * *

'Personality' Best For Effective Commercials

USE of a personality to deliver the sales message was concluded to be the most effective method of television program advertising in a study by a U. of Syracuse student.

J. Daniel Logan, for his master's thesis at the university's Radio & Television Center, chose as his topic, "A Study of the Effectiveness of Program Commercial Announcements on Television."

Using personal interview methods, Mr. Logan attempted to learn what types of programs and commercials were most effective regarding sponsor identification and association.

Mr. Logan concluded also from his study that popularity rating is no indication of commercial retention or program-sponsor association.

* * *

Survey on 'Pitchmen' Made by Hilton & Riggo

A STUDY made by Hilton & Riggio, New York agency, revealed last week that practically all television mail order merchandise sold by "pitchmen" is sold on a C.O.D. basis. In addition, 85% of the ordering is done by telephone and 15% by mail, the report revealed.

Normally about 10% of the C.O.D. orders are returned, the survey also showed. It reported that the "live pitch" is more successful than the filmed commercial.

The survey also pointed out that "A" time (6 to 10 p.m.) is too expensive for this type of advertising and late afternoon or 10 p.m. to sign off time is preferred. Advertisers know results in four hours, the agency stated.

Weekly Television Summary—JUNE 30, 1952—TELECASTING SURVEY

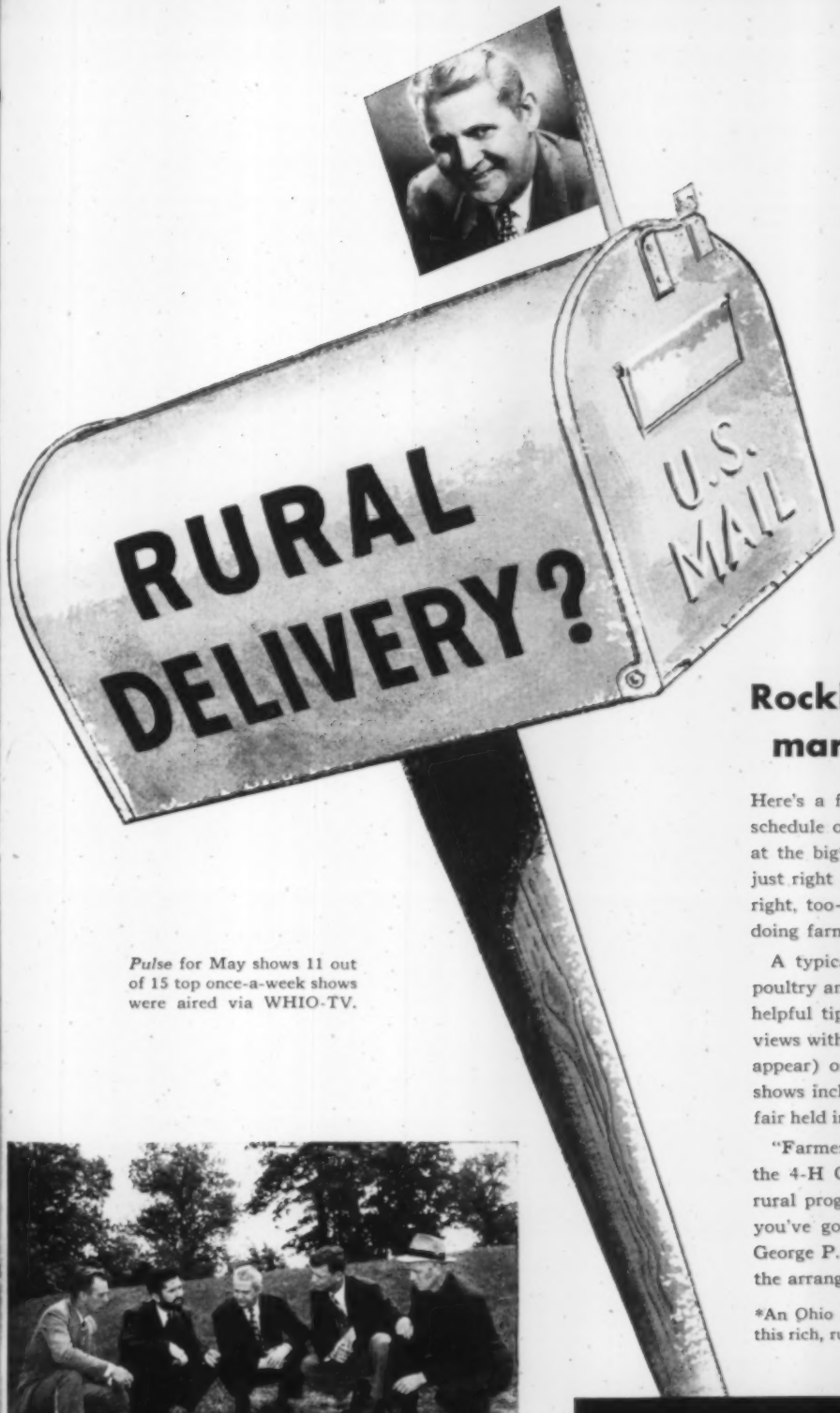
City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	91,207
Atlanta	WAGA-TV, WSB-TV WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	390,914
Binghamton	WNBF-TV	70,000
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	150,000
Boston	WBZ-TV, WNAC-TV	904,185
Buffalo	WBEN-TV	271,057
Charlotte	WBTV	227,271
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,145,984
Cincinnati	WCPO-TV, WKRC-TV, WLWT	354,000
Cleveland	WEWS, WNBK, WXEL	623,613
Columbus	WBNS-TV, WLWC, WTVN	** 234,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	171,791
Davenport	WOC-TV	110,700
	Quad Cities Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	240,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	165,100
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	171,791
Grand Rapids	WOOD-TV	217,081
Greensboro	WFMY-TV	116,415
Houston	KPRC-TV	150,800
Huntington-Charleston	WSAZ-TV	90,565
Indianapolis	WFBM-TV	240,000
Jacksonville	WMBR-TV	58,000
Johnstown	WJAC-TV	154,297
Kalamazoo	WKZO-TV	223,992
Kansas City	WDAF-TV	210,105
Lancaster	WGAL-TV	150,093
Lansing	WJIM-TV	100,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,272,568
Louisville	WAVE-TV, WHAS-TV	174,143
Matamoros	(Mexico)-Brownsville, Tex. XELD-TV	21,500
Memphis	WMCT	133,326
Miami	WTVJ	119,500
Milwaukee	WTMJ-TV	336,433
Minn.-St. Paul	KSTP-TV, WTCN-TV	322,900
Nashville	WSM-TV	71,399
New Haven	WNHC-TV	286,000
New Orleans	WDSU-TV	97,912
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,859,400
Norfolk	WTAR-TV	119,125
Oklahoma City	WKY-TV	134,676
Omaha	KMTV, WOW-TV	138,313
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,852,259
Phoenix	KPHO-TV	59,200
Pittsburgh	WDTV	448,000
Providence	WJAR-TV	218,500
Richmond	WTVR	127,004
Rochester	WHAM-TV	149,000
Rock Island	WHFB-TV	110,700
	Quad Cities Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	77,813
San Antonio	KEYL, WOAI-TV	82,873
San Diego	KFMB-TV	137,750
San Francisco	KGO-TV, KPIX, KRON-TV	395,000
Schenectady-Albany-Troy	WRGB	212,600
Seattle	KING-TV	148,500
St. Louis	KSD-TV	402,000
Syracuse	WHEN, WSYR-TV	180,062
Toledo	WSPD-TV	186,000
Tulsa	KOTV	119,800
Utica-Rome	WKTV	71,500
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	369,579
Wilmington	WDEL-TV	106,227

Total Markets on Air 64* **Stations on Air 109*** **Estimated Sets in Use 17,597,157**

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

**** Columbus figure was higher last week because of clerical error.**



Pulse for May shows 11 out of 15 top once-a-week shows were aired via WHIO-TV.

Rockhold delivers a real rural market on "Farmers Guide"

Here's a friendly farm show that rounds out WHIO-TV's full schedule of diversified programming. "Farmers Guide" is aimed at the big* rural audience here every weekday—and it's aimed just right (12:15 to 12:30 p.m.). Joe Rockhold handles the show right, too—and he's got the right background for it. He's been doing farm broadcasts for the last 22 years.

A typical show gives the farmer up-to-the-minute livestock, poultry and egg prices from Dayton, Columbus and Cincinnati—helpful tips from the county home demonstration agent—interviews with one of the 8 county agents (who jump at the chance to appear) or other interesting guests. Rockhold's plans for future shows include special features for women and coverage for every fair held in 8 different counties.

"Farmers Guide" ties in with the Future Farmers of America, the 4-H Club and similar organizations, too. It's an all-round rural program with time enough for 3 participating sponsors. If you've got a message for rural delivery—give it to Rockhold. George P. Hollingbery, our national representative, can make all the arrangements.

*An Ohio State University survey shows that *75%* of the farmers in this rich, rural area own television sets.

Left to Right: Dick Ruppert, associate adviser of the 4-H Club; John Mowbray, Warren County agricultural agent (growing a beard for a sesqui-centennial celebration), Joe Rockhold, WHIO-TV farm director; Alfred Fedders, president of the 4-H Club, and A. T. Easton, 4-H Club adviser.

CBS • ABC • DUMONT

whio-tv -AM -FM

DAYTON, OHIO

*Mr. Theodore F. Shaker of Chicago, or Mr. John A. Schneider or Frank Shakespeare, Jr., of New York . . . or—for that matter—our Messrs. A. through Z.

Our Mr. S has just been where you're going*

You can make an expedition out of finding the right TV spots. But the easiest way—and the best—is to talk with our Mr. S.

For he travels farther than anyone to keep up with seven of your top markets. And does it more frequently, too.

In the last six months, for instance, every one of our account men has made at least one complete tour of all seven markets.

Our Mr. S. has brought back the most first-hand facts on these markets you'll find in captivity. He has an on-the-spot perspective which no one else can give you.

And when he recommends a TV spot, you can be sure that your product will be in the right place at the right time.

You'll climb the highest sales curve with Mr. S. as your guide. When you plan your next campaign, he'd be pleased to help you.

CBS TELEVISION SPOT SALES

Representing WCBS-TV, New York; WCAU-TV, Philadelphia; WTOP-TV, Washington; WBTV, Charlotte; WAFM-TV, Birmingham; KSL-TV, Salt Lake City; and KNXT, Los Angeles.

XUM

TV Applications Filed

(Continued from page 52)

600, 1420 Walnut St., Philadelphia 2, Pa. Studio location in Peoria, Ill., to be determined. Transmitter location 3½ mi. S. of Peoria, Ill. Geographic coordinates 40° 38′ 01″ N. Lat., 89° 35′ 22″ W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President-Treasurer **James L. Rubenstone** (100%), but will own 2,700 shares or 57% of voting stock when subscribed stock is issued, out of total of 6,700 shares; Secretary **Irwin Apfel**, an attorney in Philadelphia. Mr. Rubenstone is associated with WFIL-AM-TV Philadelphia with no ownership interests, and is sole owner of Airston Co. (merchandise brokerage), now inactive Philadelphia, Pa. Applicant also is applying for TV stations at Evansville, Ind., and Flint, Mich.

†**ROCKFORD, Ill. — Rockford Broadcasters Inc. (WROK-AM-FM)** VHF Ch. 13 (210-216 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 314 ft., above ground 324 ft. Estimated construction cost $447,000, first year operating cost $250,000, revenue $300,000. Post Office address: 109 South Water Street, Rockford, Illinois. Studio and transmitter location: 3800 Abbottsford Road, Rockford, Ill. Geographic coordinates 42° 16′ 50″ N. Lat., 89° 02′ 16″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include Pres. **A. G. Simms**, Vice-Pres. **T. B. Thompson**, Secty. **Walter M. Koessler**, Treas. **H. J. Hanson**, Rockford Consolidated Newspapers, Inc., Rockford, Ill. (100%).

SPRINGFIELD, Ill.—Sangamon Valley Television Corp. (WTAX-AM-FM), VHF Ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 521 ft., above ground 552 ft. Estimated construction cost $331,275, first year operating cost $325,000, revenue $370,000. Post Office address: U. S. 66 and East Cook St., P. O. Box 214. Studio location: 0.25 mi. North of intersection of U. S. 66 by-pass and State Highway 29. Transmitter location: Intersection of State Highway 29 and South Grand Ave. Geographic coordinates: 39° 47′ 22″ N. Lat., 89° 35′ 58″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **O. J. Keller** (through WTAX, which owns 32.5% of Sangamon Valley Television Corp.); Vice President **F. M. Lindsay Jr.** (through Illinois Bcstg. Co., which owns 27.5% of Sangamon Valley Television Corp.); Treasurer **H. B. Barthholf** (3.7%), Secretary **Ernest L. Ives** (2.5%), and **Adlai E. Stevenson** (2.5%).

EVANSVILLE, Ind. — Evansville Television Inc. (KPHO), VHF Ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 603 ft., above ground 573.5 ft. Estimated construction cost $439,246, first year operating cost $240,000, revenue $480,000. Post Office address: 408 South East First St., Evansville 10. Studio location: Evansville, to be determined. Transmitter location: N. of New Harmony Rd., 2.5 mi. NW of the center of Evansville. Geographic coordinates: 37° 59′ 57″ N. Lat., 87° 37′ 06″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Maurice R. Barnes, Washington. Consulting engineer William L. Foss Inc., Washington. Principals include President **Rex Schepp** (45%), Vice President **B. F. Schepp** (13.5%), Secretary-Treasurer **J. E. McManamon** (22.5%), **Mary Eaton Schepp** (9%), **Freeman Keyes** (5%) and **George Bayard** (5%).

†**FORT WAYNE, Ind.—Westinghouse Radio Stations Inc. (WOWO-AM-FM)**, UHF Ch. 21 (512-518 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 734 ft., above ground 800 ft. Estimated construction cost $997,000, first year operating cost $986,000, revenue $886,000. Post Office address: 1625 K Street, N.W., Washington, D. C. Studio and transmitter location: Westbrook Drive at Parkwood Road. Geographic coordinates: 41° 06′ 01″ N. Lat., 85° 08′ 28″ W. Long. Transmitter GE, antenna GE. Principals include Chairman of the Board **G. A. Price** and Vice President **J. E. Baudino**. Applicant also is licensee of WBZ-AM-FM Boston, WBZA-AM-FM Springfield, Mass., KYW-AM-FM Philadelphia, KDKA-AM-FM Pittsburgh and KEX-AM-FM Portland. Westinghouse Radio Stations Inc. is wholly-owned subsidiary of Westinghouse Electric Corp., Pittsburgh.

INDIANAPOLIS, Ind. — Mid-West TV Corp., VHF Ch. 13 (210-216 mc); ERP 316 kw visual, 158.1 kw aural; antenna height above average terrain 583 ft., above ground 624 ft. Estimated construction cost $465,746, first year operating cost $504,000, revenue $912,000. Post Office address: Inland Bldg., Market & Delaware Sts., Indianapolis. Studio location to be determined. Transmitter location: Inland Bldg., Indianapolis. Geographic coordinates: 39° 46′ 06″ N. Lat., 86° 09′ 16″ W. Long. Transmitter DuMont, antenna not given. Legal counsel Barnes & Neilson, Washington. Consulting engineer William L. Foss Inc., Washington. Principals include President **George Sadlier** (40%), Vice President **Paul A. Walk** (2.5%), Secretary-Treasurer **Harry D. Leer** (10%), **Richard T. James** (5%), **James K. Northam** (5%), **Lawrence E. Morris** (10%), **Thomas K. Denton** (5%), **Burkett C. Herrick** (5%). Mr. Sadlier is president of Union Federal Savings & Loan Assn., Indianapolis. Mr. Walk is new and used car sales manager of Ford Motor Co. Indianapolis district. Dr. Leer is a dentist. Mr. James is secretary-manager of Hoosier Motor Club. Mr. Northam is an attorney, general counsel for United Home Life Ins. Co. and director and secretary of Agricultural Credit Inc. Dr. Morris is a dentist. Mr. Denton is vice president of Dancer-Fitzgerald-Sample Adv., Chicago. Mr. Herrick is vice president, J. Walter Thompson Co. Adv., Chicago.

†**DES MOINES, Iowa — Cowles Bcstg. Co. (KRNT-AM-FM)**, VHF Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 614 ft., above ground 706 ft. Estimated construction cost $665,670, first year operating cost $668,045, revenue $1,050,397. Post Office address: 715 Locust St., Des Moines 4, Iowa. Studio and transmitter location: Ninth and Pleasant Sts. Geographic coordinates: 41° 35′ 18″ N. Lat., 93° 37′ 46″ W. Long. Transmitter GE, antenna GE. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Gardner Cowles**, Chairman of the Board and Vice President **John Cowles**, Vice President **Luther T. Hill**, Vice President **James S. Milloy**, Vice President **Robert R. Tincher**, Vice President **Robert Dillon**, Treasurer **Carl T. Koester** and Secretary **Vincent Starzinger**. The Register & Tribune Co. owns all stock, which is voted by Gardner Cowles.

FORT DODGE, Iowa—Northwest Television Co. (KVFD-KFMY-FM) UHF Ch. 21 (512-518 mc); ERP 22.475 kw visual, 12.15 kw aural; antenna height above average terrain 510 ft., above ground 531 ft. Estimated construction cost $240,284, first year operating cost $172,500, revenue $175,000. Post Office address: 912 1st Avenue South, Fort Dodge, Iowa. Studio location Near U. S. Highways 169 & 20 Southwest of Fort Dodge, Iowa. Transmitter location same as studio. Geographic coordinates 42° 29′ 16″ N. Lat., 94° 12′ 9″ W. Long. Transmitter GE, antenna GE. Legal counsel Fisher, Duvall, Wayland & Southmayd, Washington. Consulting engineer Everett L. Dillard, Washington. Principals include Pres. and Director **Edward Breen** 9% (20%-with wife Elizabeth B.), Vice-Pres. and Director **George Haire** (2%), Treas.-Director **Allen R. Loomis II** (.2%), Secty.-Director **L. V. Greer** (2%).

MASON CITY, Iowa—Lee Radio Inc. (KGLO-AM-FM), VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 464 ft., above ground 500 ft. Estimated construction cost $348,540, first year operating cost $237,600, revenue $240,396. Post Office address: 12½ Second St., N. E., Mason City. Studio location to be determined. Transmitter location: Intersection of U. S. 65 and County Road "A." Geographic coordinates: 43° 21′ 25″ N. Lat., 93° 12′ 57″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer E. C. Page Consulting Engineers, Washington. Principals include President **Lee P. Loomis** (9.83%), Executive Vice President **Herbert R. Ohrt** (2.67%), Secretary **Donald G. Harrer** (0.16%), Treasurer **Roger Sawyer** (0.16%), Assistant Treasurer **R. N. Rorick** (0.46%), **Ralph Norris** (16.67%), **Laura Lee** (12%), **Elizabeth Norris** (9.06%), **(Mrs.) James Powell** (5.83%) and **W. Earl Hall** (5%).

†**SIOUX CITY, Iowa—KCOM Bcstg. Co. (KCOM)** VHF Ch. 4 (66-72 mc); ERP 46.18 kw visual, 23.09 kw aural; antenna height above average terrain 500 ft., above ground 519 ft. Estimated construction cost, first year operating cost, and revenue not given; application incomplete. Post Office address: 620 Insurance Exchange Bldg., Sioux City. Studio and transmitter location 7th & Jackson Sts., Sioux City. Geographic coordinates 42° 29′ 50″ N. Lat., 96° 24′ 04″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Miller & Schroeder, Washington. Consulting engineer McIntosh & Inglis, Washington. **Dietrich Dirks** is president of applicant firm.

SIOUX CITY, Iowa—Siouxland Television Co., VHF Ch. 9 (186-192 mc); ERP 50 kw visual, 25 kw aural; antenna height above average terrain 600 ft., above ground 537 ft. Estimated construction cost $349,513, first year operating cost $271,450, revenue $248,284. Post Office address: North 560 Orpheum Electric Bldg., Sioux City, Iowa. Studio and transmitter location: 5300 Perry Creek Road. Geographic coordinates: 42° 33′ 31″ N. Lat., 96° 24′ 04″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer Robert E. Kennedy, Washington. Principals include President **Arthur Sanford** (55%), president and 55% owner of Arthur Sanford Co. (realtors and property management) and vice president and 55% owner of Affiliated Theatres Inc., Sioux City; and Vice President **Stella Sanford** (45%), 20% owner of Des Moines Co. (owner of office building).

ALEXANDRIA, La. — KSYL Inc. (KSYL), VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 583 ft., above ground 583 ft. Estimated construction cost $251,900, first year operating cost $110,000, revenue $96,000. Post Office address: Bolton Ave. & Highway 71, Box 1489, Alexandria. Studio location: 1710 Jackson St., Alexandria. Transmitter location: 4.5 mi. NE of Alexandria. Geographic coordinates: 31° 21′ 18″ N. Lat., 92° 23′ 09″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Spearman & Roberson, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Milton Fox** (49⅔%), Vice President **Harold M. Wheelahan** (49⅔%), also manager of WSMB New Orleans; Secretary **Mrs. Harold M. Wheelahan** (⅓%) and Treasurer **Mrs. Milton Fox** (⅓%).

BATON ROUGE, La. — Modern Bcstg. Co. of Baton Rouge Inc. (WAFB-AM-FM), VHF Ch. 10 (192-198 mc); ERP 101.8 kw visual, 51 kw aural; antenna height above average terrain 479 ft., above ground 500 ft. Estimated construction cost $278,293.04, first year operating cost $180,000, revenue $204,000. Post Office address: P. O. Box 1566, Baton Rouge. Studio location: Corner of Government & Maximilian Sts., Baton Rouge. Transmitter location: Same as stu-

NBC CLAIMS FIRST

With Telarc, Flexitron Use

NBC last week claimed two "firsts" —on the technical side—in its production of "Of Lena Geyer" on *Robert Montgomery Presents Your Lucky Strike Theatre* (NBC-TV, alternate Mondays, 9:30-10:30 p.m., EDT). These are the use for the first time of the Telarc projector and of the Flexitron.

The Telarc projector is a rear-screen projecting device which flashes a slide on a huge screen, thus creating a backdrop setting. It was designed by NBC's special effects department and reportedly gives off three-and-a-half times more light intensity than previous rear-screen projectors.

The Flexitron is a device causing the picture to wave and thereby creating a montage effect. It was invented by NBC engineer William Klages and further developed by the network's special effects department.

dio. Geographic coordinates: 30° 26′ 36″ N. Lat., 91° 10′ 27″ W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Gautney & Ray, Washington. Principals include President **Louis S. Prejean** (18.3%), Vice President **T. E. Gibbens** (4.59%), Director **C. C. Barnard** (14.93%), Secretary **Jack S. Burk** (14.93%), Treasurer **Francis H. Lee** (4.24%), **Charles W. Lamar Jr.** (9.17%), also owner of KGIL Houma, La.

†**NEW ORLEANS, La.—New Orleans Television Co.,** UHF Ch. 20 (506-512 mc); ERP 182 kw visual, 91 kw aural; antenna height above average terrain 505 ft., above ground 529 ft. Estimated construction cost $441,500, first year operating cost $365,000, revenue $420,000. Post Office address: 14th Floor, Magnolia Bldg., Dallas, Tex. Studio and transmitter location: 1100 S. Liberty St., New Orleans. Geographic coordinates: 29° 56′ 43″ N. Lat., 90° 04′ 48″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include **R. L. Wheelock, W. L. Pickens** and **H. H. Coffield,** each ⅓ partner and each independent Texas oil operator. Same partners at one time each owned ¼ of KPHO-TV Phoenix, Ariz., and each had part interest in KEYL (TV) San Antonio, Tex., aggregate of which constituted control of KEYL (TV). Same group also is applying for TV stations in Corpus Christi, Tex., Dallas and Houston.

SALISBURY, Md.—Peninsula Bcstg. Co. (WBOC and WESN-FM), Resubmitted [B•T, June 9], UHF Ch. 16 (482-488 mc); ERP 112 kw visual, 56 kw aural; antenna height above average terrain 414 ft., above ground 444 ft. Estimated construction cost $296,400, first year operating cost $115,000, revenue $115,000. Post Office address: Radio Park, Salisbury, Md. Studio location Radio Park, Salisbury. Transmitter location same as studio. Geographic coordinates 38° 23′ 03″ N. Lat., 75° 34′ 48″ W. Long. Transmitter DuMont, antenna RCA. Consulting engineer A. D. Ring & Co. Washington. Principals include President **John W. Downing** (14.5%), Vice President **W. Lee Allen** (7.7%), Secretary-Treasurer **Avery W. Hall** (0.97%), Asst. Secretary and Manager **Charles J. Truitt** (2.1%), Asst. Treasurer **Lena R. Dashiell** (0.7%), **I. L. Benjamin** (10.5%), **Virginia Phillips Ward** (5.4%). The Shore Bcstg Co. (WCEM Cambridge, Md.) is a wholly-owned subsidiary of applicant.

ANN ARBOR, Mich.—Washtenaw Bcstg. Co. Inc. (WPAG-AM-FM), UHF Ch. 20 (506-512 mc); ERP 1.7 kw visual, 0.92 kw aural; antenna height above average terrain 342 ft., above ground 276 ft. Estimated construction cost $108,004.80, first year operating cost $55,000, revenue $65,000. Post Office address: Hutzel Bldg., Main & E. Liberty Sts., Ann Arbor. Studio location: Main & E. Liberty Sts., Ann Arbor. Transmitter location: 1795 Maple Rd., near Ann Arbor. Geographic coordinates: 42° 15′ 31″ N. Lat., 83° 46′ 37″ W. Long. Transmitter GE, antenna GE. Legal counsel D. F. Price Esq., Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President-Secretary **Arthur E. Greene** (50%), Vice President-Treasurer **Edward F. Baughn** (50%) and Director **John W. Conlin.**

BAY CITY, Mich.—Saginaw Bcstg. Co. (WSAM-AM-FM), VHF Ch. 5 (76-82 mc); ERP 61.4 kw visual, 30.7 kw aural; antenna height above average terrain 444 ft., above ground 493 ft. Estimated construction cost $321,515.18, first year operating cost $240,000, revenue $342,000. Post Office address: 2435 Holland Ave., Saginaw, Mich. Studio location: Jones Rd., Bay City. Transmitter location: Jones Rd., Bay City. Geographic coordinates: 43° 29′ 58″ N. Lat., 83° 48′ 58″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Milton L. Greenebaum** (66%), Vice President **Burnett J. Abbott** (5%), Secretary **Morris Nover** (17.50%), Assistant Secretary **Maude Greenebaum** (0.50%), Treasurer **John W. Symons Jr.** (4.50%) and **Jay Lenick** (5%). Saginaw Bcstg Co. also owns WLEW Bad Axe, Mich.

FLINT, Mich.—Trans-American TV Corp. UHF Ch. 28 (554-560 mc); ERP 17.4 kw visual, 8.7 kw aural; antenna height above average terrain 491 ft., above ground 546 ft. Estimated construction cost $189,411, first year operating cost $130,000, revenue $150,000. Post Office address: Suite 600, 1420 Walnut St., Philadelphia 2, Pa. Studio location not specified. Transmitter location 3.1 mi. E. of Flint, Mich. Geographic coordinates 43° 02′ 37″ N. Lat., 83° 35′ 42″ W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President-Treasurer **James L. Rubenstone** (100%), but will own 2,700 shares, or 57% of voting stock when subscribed stock is issued, out of total of 6,700 shares; Secretary **Irwin Apfel,** an attorney in Philadelphia. Mr. Rubenstone is associated with WFIL-AM-TV Philadelphia with no ownership interests, and is sole owner of Airston Co. (merchandise brokerage), now inactive, Philadelphia, Pa. Applicant also is applying for TV stations at Evansville, Ind., and Peoria, Ill.

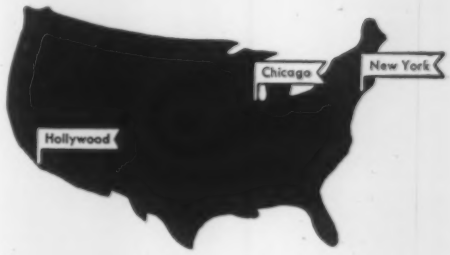
JACKSON, Mich.—Jackson Bcstg. & TV Corp. (WKHM) UHF Ch. 48 (674-680 mc); ERP 69 kw visual, 34.5 kw aural; antenna height above average terrain 193 ft., above ground 223 ft. Estimated construction cost $202,151.17, first year operating cost $175,000, revenue $175,000. Post Office address: 15001 Michigan Ave., Dearborn, Mich. Studio location 228 W. Michigan, Hotel Hayes, Jackson, Mich. Transmitter location same as studio. Geographic coordinates 42° 14′ 52″ N. Lat., 84° 24′ 38″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Frederick A. Knorr** (33⅓%), Vice President **Harvey R. Hansen** (33⅓%), Secretary-Treasurer **William H. McCoy** (33⅓%), First V.P. **Walter S. Paterson,** Second V.P. **Jerrold L. Martin,** Asst. Secretary **Bernard F. Zinn.** First-named three also own one-third each of WKMH-AM-FM Dearborn, Mich.

JACKSON, Mich. — WIBM Inc. (WIBM-AM-FM), UHF Ch. 48 (674-680 mc); ERP 208 kw visual, 104 kw aural; antenna height above average terrain 1,026 ft., above ground 949 ft. Estimated construction cost $487,685, first year operating cost $125,000, rev-

(Continued on page 64)

coast-to-coast

service



TV spots, shorts, package shows Interesting TV shorts and package shows that sell merchandise . . . unusual and ingenious effects for any length TV spots . . .

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Vogue Wright Studios

DIVISION OF ELECTROGRAPHIC CORPORATION

CHICAGO: 237 East Ontario Street

HOLLYWOOD: Sam Goldwyn Studios, 1041 N. Formosa Avenue

NEW YORK: 225 Fourth Avenue

TV Applications Filed

(Continued from page 63)

enue $100,000. Post Office address: 2511 Kibby Rd., Jackson. Studio location: 2511 Kibby Rd., Jackson. Transmitter location: Browns Lake Rd., Jackson. Geographic coordinates: 42° 09′ 09″ N. Lat., 84° 24′ 20″ W. Long. Transmitter GE, antenna GE. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer George C. Davis, Washington. Principals include President-Treasurer **Roy Radner** (40%), Vice President **Herman Radner** (60%), Vice President **Irving Radner** and Secretary **Myron A. Keys.**

†**MINNEAPOLIS, Minn. — Family Bcstg. Corp. (KEYD)** VHF Ch. 9 (186-192 mc); ERP 169 kw visual, 84 kw aural; antenna height above average terrain 454 ft., above ground 604 ft. Estimated construction cost $333,700, first year operating cost $540,000, revenue $600,000. Post Office address: 15 N. Ninth St., Minneapolis, Minn. Studio location 15 N. Ninth St. Transmitter location Foshay Tower, Marquette Ave., Minneapolis. Geographic coordinates 44° 58′ 30″ N. Lat., 93° 16′ 01″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **Henry C. Klages** (5.0%), Vice President **Joseph E. Dahl** (5.4%), Vice President and General Manager **Lee L. Whiting** (40.0%) Secretary **Kenneth E. Pettijohn** (1.0%), Treasurer **C. Theo. Skanse** (2.0%).

JOPLIN Mo. — Air Time Inc. (KSWM) VHF Ch. 12 (204-210 mc); ERP 10.6 kw visual, 5.3 kw aural; antenna height above average terrain 504 ft., above ground 442 ft. Estimated construction cost $143,401, first year operating cost $100,000, revenue $100,000. Post Office address: 1928 West 13th Street, Joplin, Mo. Studio and transmitter location 1928 W. 13th St., Joplin, Mo. Geographic coordinates 37° 04′ 45″ N. Lat., 94° 32′ 9.5″ W. Long. Transmitter RCA, antenna RCA. Consulting engineer Austin A. Harrison, Joplin. Principals include President **Austin A. Harrison** (50%), Secy.-Treas. **Eleanor F. Harrison** (46.7%), Vice-Pres. **Herbert Van Fleet** (1.65%).

†**ST. LOUIS, Mo.—St. Louis Telecast Inc. (WEW),** VHF Ch. 11 (198-204 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 637.5 ft., above ground 623.5 ft. Estimated construction cost $560,000, first year operating cost $700,000, revenue $1,200,000. Post Office address: 221 North Grand Blvd., St. Louis 3, Mo. Studio and transmitter location: 3621 Olive St. Geographic coordinates: 38° 38′ 18″ N. Lat., 90° 14′ 00″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Joseph A. Volk, St. Louis 8, Mo. Principals include **St. Louis U.** (60%), President **Paul C. Reinert, S. J.**, president of St. Louis U.; Vice President **George A. Volz,** general manager of WEW; **Howard F. Baer,** (4%), president of A. S. Aloe Co. (hospital supplies); **Donald Danforth** (4%), president of Ralston Purina Co. (mfrs. of cereals and livestock and poultry feeds); **Russell L. Dearmont** (4%), counsel for trustee of Missouri Pacific Railroad Co. and chairman of the board of Federal Reserve Bank of St. Louis; **Leo C. Fuller** (4%), chairman of the board of Stix, Baer & Fuller Co. (department store); **Gale F. Johnston** (4%), president of Mercantile Trust Co. (commercial banking and trusts); **Bernard C. MacDonald** (4%), president of B. C. MacDonald & Co. (mfgrs. representative for railroad, industrial and brewery supplies); **Richard C. Muckerman** (4%), executive vice president of City Products Corp., Chicago (ice, fuel, cold storage, brewery and dairy products); **James J. Mullen Jr.** (4%), president of Moloney Electric Co. (mfgrs. of electrical goods); **Daniel M. Sheehan** (4%), vice president of Monsanto Chemical Co., and **Leif J. Sverdrup** (4%), president of Sverdrup & Parcel Inc., consulting engineers.

KEENE, N. H.—WKNE Corp. (WKNE) UHF Ch. 45 (656-662 mc); ERP 22.8 kw visual, 11.4 kw aural; antenna height above average terrain 800 ft., above ground 375 ft. Estimated construction cost $164,615.62, first year operating cost $74,100, revenue $50,000. Post Office address: 17 Dunbar St., Keene. Studio location 17 Dunbar St. Transmitter location 7.5 mi. NW of Keene. Geographic coordinates 43° 01′ 06″ N. Lat., 72° 21′ 31″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Joseph K. Close** (61.78%), Treasurer **George W. Smith** (9%), **Lyman Spitzer** (5%). Figures represent ownership after stock subscriptions are issued.

MANCHESTER, N. H.—The Radio Voice of New Hampshire Inc. (WMUR-AM-FM) VHF Ch. 9 (186-192 mc); ERP 59 kw visual, 29.5 kw aural; antenna height above average terrain 966 ft., above ground 191 ft. Estimated construction cost $288,000, first year operating cost $300,000, revenue $350,000. Post Office address: WMUR Bldg., Manchester. Studio location 1819 Elm St. Transmitter location Goffstown, N. H. Geographic coordinates 42° 58′ 59″ N. Lat., 71° 35′ 19″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Cummings, Stanley, Truitt & Cross, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President **Francis P. Murphy** (97%), president, Parnell Investment Corp., Nashua, N. H. and Vice President **Dr. James J. Powers** (3%) physician.

ALBUQUERQUE, N. M.—Greer & Greer, Resubmitted [B•T, April 21] VHF Ch. 7 (174-180 mc); ERP 91 kw visual, 45.5 kw aural; antenna height above average terrain 4,152 ft., above ground 274 ft. Estimated construction cost $355,819, first year operating cost $180,000, revenue $240,000. Post Office address: Lensic Bldg., Santa Fe, N. M. Studio location not listed in application. Transmitter location Sandia Peak, 14 mi. NE of Albuquerque. Geographic coordinates 35° 12′ 30″ N. Lat., 106° 27′ 02″ W. Long. Transmitter RCA, antenna RCA. Legal counsel I. E. Lambert, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include General Partners **E. John Greer** and his wife, **Saloma S. Greer,** doing business as Greer & Greer at Sante Fe, N. M., each 50% owner. Mr. Greer owns 18.2% of Hilton Hotel, Albuquerque; 50.64% of Sante Fe firm owning & operating four theatres; 16.67% of Denver firm o/o five theatres in Colorado and New Mexico; 50%, Sante Fe realty firm. Mrs. Greer owns 18.2% of a realty firm in Albuquerque, and 49.36% and 50% of two similar firms in Sante Fe. She owns and rents ten commercial build-

SOURCE OF PROGRAMMING

Independents' Output Tops Networks, Agencies in Ross Study

FEARS of station operators that the networks would completely dominate the television broadcasting field through their control of video programming may be safely forgotten. So, too, may the station owners discard any idea that the advertising agencies might seize control of TV's programs.

Those conclusions stem from an analysis of TV program data in the May issue of *Ross Reports on Television Programming,* which lists all programs telecast on the networks or locally in New York City during the year from May 1951 to May 1952. Programs still on the air in April are listed with full data on station or network, time, sponsor, packager, producer, director, casting, commercials, production cost and March Pulse rating. The year's program casualties are listed separately, with dates of debut and departure.

Itemized by type of producer (Table I), the Ross data show that of 217 network programs, the networks produced only 92 or 42%. Agencies accounted for 26 (12%), while independent producers contributed 99 (46%). When sustaining TV shows are taken out of the total and only the 154 commercial programs considered, the Ross breakdown gives 52 programs (34%) to the networks, 26 (17%) to the agencies and 76 (49%) to the independent producers.

Noting that today's "complex talent-network-agency-packager deals" make the determination of actual program control "a touchy proposition," Ross concludes that the criteria must be: "Who controls the created idea; who hires and pays the performing and writing talent; who supervises production details, and, could the show be moved to another network?"

Filmed programs, which are described as "the most significant program force yet developed," are credited with swinging the "packaging pendulum back in the direction of the independent producers and away from the networks." Special credit is given to the films made expressly for video use, although the report includes newsreels and feature films made primarily for theater showing with those made especially for TV.

"Monopoly fears," says the Ross analyst, "are disproved by the chart (Table I), which shows ABC-TV and DuMont controlling a minor percentage of their schedules, while NBC-TV and CBS-TV controlled less than half their commercial shows and only slightly more of their entire schedule during the last cycle."

Increased use of feature films by the New York stations, which in May of this year were the most-used program fare, accounting for 609 quarter-hours a week, a more than 30% increase over the 459 quarter-hours a week of feature films used by these same stations in May 1951, is credited with a major role in pushing the total telecasting time in the city to 2,250 quarter-hours a week (Table II).

* * *

TABLE I

	ALL SHOWS—COM'L. & SUST. (217)						COMMERCIAL SHOWS ONLY (154)					
	Netw. Prod.		Inde. Prod.		Agcy. Prod.		Netw. Prod.		Inde. Prod.		Agcy. Prod.	
ABC	7	(18%)	27	(71%)	4	(11%)	1	(4%)	23	(82%)	4	(14%)
DuM	13	(36%)	21	(58%)	2	(6%)	3	(20%)	10	(67%)	2	(13%)
CBS	34	(49%)	26	(37%)	10	(14%)	25	(45%)	21	(37%)	10	(18%)
NBC	38	(52%)	25	(34%)	10	(14%)	23	(42%)	22	(40%)	10	(18%)
	92	(42%)	99	(46%)	26	(12%)	52	(34%)	76	(49%)	26	(17%)

TABLE II

PROGRAM TRENDS: MAY 1950-'51-'52

(All programs, network & local, seen on six NY stations)

QUARTER HOURS (1 Week)

	1952	'51	'50	+ or —
Feature Films	609	459	249	+150
Daytime-Women's *	536	470	376	+ 66
Sports Ris. & News	331	372	417	— 41
Children's	183	208	197	— 25
News Reviews	158	58	56	+100
Dramas & Adventure	136	118	69	+ 18 **
Interview	20	31	35	— 11
Comedy-Variety	56	99	77	— 43
Public Affairs	55	33	23	+ 22
Musical Variety	42	74	82	— 32
Situation Comedy	33	22	13	+ 11
Panel Quiz	24	26	26	— —
Aud. Partic.	19	24	25	— 5
Religious	19	15	8	+ 4
Educa. Exposi.	17	38	15	— 21
Talent-Showcase	12	20	26	— 8
Total Quarter Hours	2250	2067	1694	+183

(Evening and Weekend Shows except where *)

* Includes all daytime except sports, news, feature film.

** Actually plus 43 quarter hours, since daytime serial dramas were included here in previous years, now in daytime-women.

ings in Sante Fe and Albuquerque. Applicant firm also making application for new TV station at Sante Fe (see below).

SANTE FE, New Mexico— Greer & Greer, Resubmitted [B•T, April 21] VHF Ch. 2 (54-60 mc); ERP 10 kw visual, 5 kw aural; antenna height above average terrain 419 ft., above ground 600 ft. Estimated construction cost $329,449, first year operating cost $150,000, revenue $200,000. Post Office address: Lensic Building, Sante Fe, N. M. Studio location Sante Fe, New Mexico. Transmitter location Sante Fe, New Mexico. Geographic coordinates 35° 42′ 45″ N. Lat., 105° 57′ 10″ W. Long. Transmitter RCA, antenna RCA. Legal counsel I. E. Lambert, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include **E. John Greer** (50%) and **Saloma S. Greer** (50%), New Mexico and Colorado theatre operators (see Albuquerque, N. M., application above).

†**BUFFALO, N. Y.—WGR Bcstg. Corp. (WGR),** VHF Ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 499 ft., above ground 551 ft. Estimated construction cost $558,320, first year operating cost $624,000, revenue not estimated. Post Office address: Rand Bldg., Buffalo. Studio and transmitter location: Rand Bldg., 14 Lafayette Sq. Geographic coodinates: 42° 53′ 12″ N. Lat., 78° 52′ 25″ W. Long. Transmitter GE, antenna GE. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer George C. Davis, Washington. Principals include Chairman of the Board **Leo Fitzpatrick** (69.98%), President **I. R. Lounsberry** (30%) and Secretary-Treasurer **Norman E. Nobes** (0.02%).

ELMIRA, N. Y.—Elmira Television, UHF Ch. 18 (494-500 mc); ERP 58 kw visual, 29 kw aural; antenna height above average terrain 848 ft., above ground 431 ft. Estimated construction cost $241,380, first year operating cost $200,000, revenue $275,000. Post Office address: c/o Sayles & Evans, 415 E. Water St., Elmira. Studio location: Mark Twain Hotel, Elmira. Transmitter location: RFD #1, Ashland, N. Y. Geographic coordinates: 42° 01′ 51″ N. Lat., 76° 47′ 10″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include Partners **T. K. Cassel** (50%) and **John S. Booth** (50%). Mr. Cassel is president and 99% owner of WDAD Indiana, Pa., sole owner of WATS Sayre, Pa., 25.8% owner of WCHA Chambersburg, Pa. Mr. Booth is vice president-general manager and 33% owner of WCHA, 45% owner of a real estate firm in Chambersburg and 45% owner of a farm and real estate development firm.

KINGSTON, N. Y.—Kingston Bcstg. Corp. (WKNY), UHF Ch. 66 (782-788 mc); ERP 24.8 kw visual, 12.4 kw aural; antenna height above average terrain 250 ft., above ground 436 ft. Estimated construction cost $171,425.39, first year operating cost $93,427.96, revenue $40,000. Post Office address: 17 Dunbar St., Keene, N. H. Studio location: Plainfield St., Kingston, N. Y. Transmitter location: Plainfield St., Kingston, N. Y. Geographic coordinates: 41° 56′ 48″ N. Lat., 73° 59′ 55″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Joseph K. Close** (0.56%), Vice President and General Manager **Robert M. Peebles** (1.11%), Treasurer **George W. Smith** (0.10%); **WKNE Corp.** (50.98%), **Luette S. Close** (7.94%), **Lyman Spitzer** (5.52%), **Mildred M. Smith** (5.05%), **Arthur H. Wicks** (5.52%). Figures represent ownership after stock subscriptions are issued. For ownership of WKNE Corp., see Keene, N. H. (WKNE) TV application, this issue.

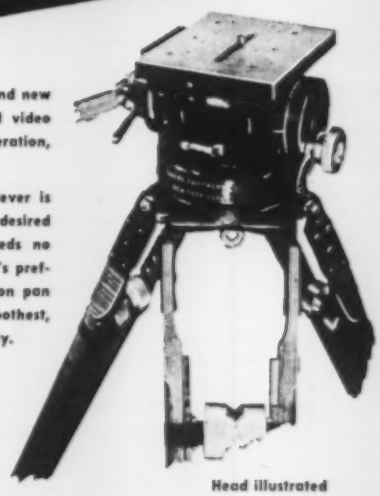
†**ASHEVILLE, N. C. — Skyway Bcstg. Co. (WLOS-AM-FM),** VHF Ch. 13 (210-216 mc); ERP 302 kw visual, 156 kw aural; antenna height above average terrain 2,089 ft., above ground 380 ft. Estimated construction cost $441,559, first year operating cost $156,746, revenue $250,000. Post Office address: P. O. Box 2389, Battery Park Hotel, Asheville, N. C. Studio location to be determined. Transmitter location: Top of Bear Mountain. Geographic coordinates: 35° 27′ 40″ N. Lat., 82° 21′ 35″ W. Long. Transmitter Federal, antenna Federal. Studio equipment Federal. Legal counsel Frank U. Fletcher, Washington. Consulting engineer John Creutz, Washington. Principals include President **Charles M. Britt** (12.21%), Vice President **Charles B. Britt** (13.87%), Secretary **Charles G. Lee Jr.** (1.88%), Assistant Secretary **(Mrs.) Julia L. Pfaff** (0.08%), Assistant Treasurer **M. T. Karleskint** (1.21%), **Joe H. Britt** (16.84%) and **Dr. G. Curtis Crump** (5.37%).

†**CHARLOTTE, N. C.—Radio Station WSOC Inc. (WSOC),** VHF Ch. 9 (186-192 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 714.5 ft., above ground 719 ft. Estimated construction cost $575,000, first year operating cost $834,000, revenue $1,278,000. Post Office address: P. O. Box 2536, Charlotte. Studio location: 1925 N. Tryon St., Charlotte. Transmitter location: Same as studio. Geographic coordinates: 35° 14′ 34″ N. Lat., 80° 49′ 27″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer George C. Davis, Washington. Principals include President-General Manager **E. J. Gluck** (0.72%), Vice President **E. E. Jones** (31.432%), Vice President **Charles M. Marshall** (0.5%), Secretary-Treasurer **R. S. Morris** (36.416%), **Hunter Marshall** (16.332%), **Mrs. Adelaide M. Marshall** (14.6%).

†**CANTON, Ohio—The Brush-Moore Newspapers Inc. (WHBC-AM-FM),** UHF Ch. 29 (560-566 mc); ERP 107 kw visual, 53.5 kw aural; antenna height above average terrain 256 ft., above ground 351 ft. Estimated construction cost $245,000, first year operating cost $110,000, revenue $80,000. Post Office address: 500 Market Ave., South, Canton 2, Ohio. Studio location: 550 Market Ave., South. Transmitter location: 2nd Street and Cleveland Ave., N. W. Geographic coordi-

(Continued on page 66)

From Station Break to Feature... the NEW "BALANCED" TV Tripod is doing a whole of a job every day!



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TV Applications Filed

(Continued from page 65)

nates: 40° 47′ 59″ N. Lat., 81° 22′ 36″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **Roy D. Moore** (9.15%), Vice President **Joseph K. Vodrey** (7.4%), Vice President **Thomas S. Brush** (2.1%), Secretary-Treasurer **William H. Vodrey** (8.18%), Assistant Secretary **William H. Vodrey Jr.** (7.4%), **William T. Moore** (7.11%) and **Louise Vodrey Boyd** (7.4%).

ZANESVILLE, Ohio—Southeastern Ohio TV System, UHF Ch. 50 (686-692 mc); ERP 93.6 kw visual, 46.8 kw aural; antenna height above average terrain 533 ft., above ground 492 ft. Estimated construction cost $259,-994.65, first year operating cost $200,-000, revenue not estimated. Post Office address: 48-52 N. Fifth St., Zanesville, Ohio. Studio location: Downerd Ave. & Downerd Rd., Zanesville. Transmitter location: Same as studio. Geographic coordinates: 39° 55′ 42″ N. Lat., 81° 59′ 06″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include Manager and General Partner **Clay Littick** (25%), secretary-treasurer and 48.9% owner of Zanesville Pub. Co., which owns 60% of Southeastern Ohio Bcstg. Co., licensee of WHIZ Zanesville; General Partners: **Orville B. Littick** (25%), and 49.3% owner of Zanesville Pub. Co.; **Arthur S. Littick** (25%), and 1.8% interest in Zanesville Pub. Co.; **Ernest B. Graham** (15%), and owns 20% interest in WHIZ licensee firm; **Clarence A. Graham** (10%), and owns 20% of WHIZ licensee firm.

McALESTER, Okla. — McAlester Bcstg. Co. (KTMC), UHF Ch. 47 (668-674 mc); ERP 113.04 kw visual, 56.8 kw aural; antenna height above average terrain 450 ft., above ground 322 ft. Estimated construction cost $142,-853, first year operating cost $60,000, revenue $84,000. Post Office address: P. O. Box 158, McAlester, Okla. Studio and transmitter location: 2 mi. North of McAlester business district. Geographic coordinates: 95° 44′ 39″ N. Lat., 34° 56′ 36″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel A. James Gordon, McAlester, Okla. Consulting engineer Leonard R. Lyon, Chickasha, Okla. Principals include President **William E. Young** (5%), Vice President **Elmer Hale Jr.** (3%), Treasurer **C. L. Priddy** (2%), Secretary **William J. Edwards** (1%), Manager **James O. Wilson Jr.** (5%), **William A. Cornish** (20%), **Clovis Young** (15%), **Leo Goldberg** (5%) and **M. M. Schene** (5%).

†**OKLAHOMA CITY, Okla.—Oklahoma County Television & Bcstg. Co.,** UHF Ch. 25 (536-542 mc); ERP 17.26 kw visual, 8.65 kw aural; antenna height above average terrain 500 ft., above ground 536 ft. Estimated construction cost $142,264, first year operating cost $51,000, revenue $90,000. Post Office address: KWCO Chickasha, Okla. Studio and transmitter location NW 63rd and North Harvey, Oklahoma City. Geographic coordinates: 35° 32′ 24″ N. Lat., 91° 31′ 07″ W. Long. Transmitter RCA, antenna RCA. Consulting engineer Leonard R. Lyon, Chickasha, Okla. Principals include Equal Partners **Philip D. Jackson** and **Clarence E. Wilson,** each 50% owner of KWCO Chickasha, Okla. Mr. Wilson is owner of KPUY Pullallup, Wash.

†**PORTLAND, Ore. — KOIN Inc. (KOIN),** VHF Ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,146 ft., above ground 594 ft. Estimated construction cost $666,315.73, first year operating cost $480,000, revenue $510,000. Post Office address: New Heathman Hotel Bldg. Studio location: 1402 SW 2d Ave. Transmitter location: Barnes Rd., West of Portland City Limits. Geographic coordinates: 45° 30′ 58″ N. Lat., 122° 43′ 59″ W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Principals include President **Marshall Field** (.1%); Vice President **C. Howard Lane** (.1%); Secretary-Treasurer **Carl J. Weitzel** (.1%); Vice President **Harry H. Buckendahl** (.1%), and Vice President **Arthur R. Kirkham** (.0%). Field Enterprises Inc., Chicago, owns 99.4% of stock.

N. of LEBANON, Pa.—Steitz Newspapers, Inc., UHF Ch. 14 (476-482 mc); ERP 19.25 kw visual, 10.7 kw aural; antenna height above average terrain 417 ft., above ground 353 ft. Estimated construction cost $212,-600, first year operating cost $104,-000, revenue $112,000. Post Office address: 24-26 South Eighth St., Lebanon. Studio and transmitter location: Road No. T-487, N. of Lebanon, Pa. Geographic coordinates: 76° 25′ 42″ N. Lat., 40° 22′ 13″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Adam S. Wilder,** Secretary **John Schropp,** Treasurer **Joseph Sansone.** Lebanon News Publishing Co. sole stockholder.

†**PHILADELPHIA, Pa.—Daily News TV Co. (WIBG),** UHF Ch. 23 (524-530 mc); ERP 1,000 kw visual, 500 kw aural; antenna height above average terrain 620 ft., above ground 528 ft. Estimated construction cost $640,815, first year operating cost $600,000, revenue $500,000. Post Office address: 1425 Walnut St., Philadelphia. Studio location: 13th and Market Sts., Philadelphia. Transmitter location: Vernon Rd. and Cheltenham Ave., Philadelphia. Geographic coordinates: 40° 04′ 42″ N. Lat., 75° 09′ 46″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Roberts & McInnis, Washington. Consulting engineer: Craven, Lohnes & Culver, Washington. Principals include Seaboard Radio Bcstg. Corp. (84%), Philadelphia Daily News Inc. (10%), President **Paul F. Harron,** First Vice President **Joseph Lang,** Second Vice President **Lemuel Schofield** (3%), Secretary-Treasurer **Katharine A. Harron.**

†**PHILADELPHIA, Pa. — Westinghouse Radio Stations Inc. (KYW-AM-FM),** VHF Ch. 17 (488-494 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 536 ft., above ground 622 ft. Estimated construction cost $440,000, first year operating cost $1,117,000, revenue $279,-000. Post Office address: 1625 K St., NW, Washington 6, D. C. Studio location: 1619 Walnut St. Transmitter location: 17th and Sansom Streets. Geographic coordinates: 39° 57′ 04″ N. Lat., 75° 10′ 00″ W. Long. Transmitter RCA, antenna RCA. Principals include Chairman of the Board **G. A. Price** and Vice President **J. E. Baudino.** Applicant also is licensee of WBZ-AM-FM Boston, WBZA-AM-FM Springfield, Mass., KDKA-AM-FM Pittsburgh, WOWO-AM-FM Fort Wayne, Ind., and KEX-AM-FM Portland, Ore. Westinghouse Radio Stations Inc. is wholly-owned subsidiary of Westinghouse Electric Corp., Pittsburgh.

†**READING, Pa. — Eastern Radio Corp. (WHUM),** UHF Ch. 55 (716-722 mc); ERP 261 kw visual, 135 kw aural; antenna height above average terrain 1,784 ft., above ground 1,036 ft. Estimated construction cost $614,339, first year operating cost $570,000, revenue $630,000. Post Office address: Berkshire Hotel, Reading. Studio location: Berkshire Hotel, 5th and Washington Streets, Reading. Transmitter location: 2.8 mi. S.-S.W. of Summit Station, Berks County, Pa. Geographic coordinates: 40° 31′ 34″ N. Lat., 76° 13′ 43″ W. Long. Transmitter GE, antenna GE. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Principals include President **Humboldt J. Greig** (32%), Vice President **Richard G. Fichthorn** (2%), Secretary **Paul A. Flickinger** (2%), Treasurer **Jessie P. Greig** (24%), **Arthur W. Hein** (10.8%) and **Max O'Rell Truitt** (8%).

COLUMBIA, S. C.—Radio Columbia (WCOS), UHF Ch. 25 (536-542 mc); ERP 90 kw visual, 45 kw aural; antenna height above average terrain 649 ft., above ground 548 ft. Estimated construction cost $247,117, first year operating cost $244,630, revenue $355,476. Post Office address: Cornell Arms Bldg., Columbia. Studio and transmitter location: Two Notch Road and Wisteria St. Geographic coordinates: 34° 03′ 22″ N. Lat., 80° 58′ 52″

(Continued on page 68)

Advertisement

What is the Future of TV and Moving Pictures?

Spyros P. Skouras, president of Twentieth Century-Fox Film Corporation, gave the answer to stockholders.

In the lower right hand corner of page eleven, Printers' Ink of June 6th, is a news item that every TV official and TV salesman should read and ponder. To save you the time of looking it up in your file, here it is:

Said Mr. Skouras, at the annual meeting of his stockholders, "In my opinion, the future of both television and motion pictures will see the merging of these two mediums, to their mutual benefit. The success of home television will depend substantially on film entertainment—not the same as shown in the theatres, but, nevertheless, programs on film. The theatre, in turn, will be benefited by the introduction of the new large-screen television which, in my opinion, will be the greatest boon to theatre attendance in its history."

Thousands of our readers, buyers of advertising, most certainly read this tight, clear-cut statement made by one of the greatest authorities in the field of entertainment.

As new TV stations are opened, the fight for more local, regional and chain business will be intensified. Now, today, is the time for any TV sales staff to start laying the foundation for future business. Of our 23,-309 subscribers, more than two-thirds are buyers of advertising: sales managers, advertising managers, time buyers, top management, plus thousands of agency people who execute the orders of their clients.

Bob Kenyon

Only in Printers' Ink, "The Voice of Authority" in the world of advertising for 64 years, will you find so many prospects for your station. Week after week, our editors report the happenings in the world of distribution, and tell buyers of advertising of the important changes that lie ahead.

Now, today, is the time to start your regular schedule in Printers' Ink. Tell buyers of advertising what your station can do to aid in winning new customers.

We would like to explain how Printers' Ink may help you. When may we see you?

ROBERT E. KENYON, JR.
Advertising Director

Printers' Ink · 205 East 42nd Street, New York 17, N. Y. Chicago · Pasadena · Atlanta · Boston · London

OLYMPIC SHOW

Nets $1 Million in 14½ Hours

BING CROSBY, Bob Hope, Dorothy Lamour and 250 other entertainers teamed up to raise more than a million dollars in pledges for the U. S. Olympic Games fund in a 14½ hour telethon over the CBS-TV and NBC-TV networks early last week.

The show began on Saturday, June 21 at 11 p.m. EDT and finished Sunday, June 22 at 1:30 p.m. EDT. Total amount pledged was $1,000,020 with Los Angeles contributing $309,265 and New York $279,579. Detroit was said to have placed third with WJBK-TV reporting $89,156 in addition to pledges received by WWJ-TV, which carried parts. The program was carried over 68 CBS and NBC television stations in 48 cities.

A sidelight was the TV debut of three radio personalities: Bing Crosby reportedly has been meeting with the D'Arcy Adv. Co., which represents Coca-Cola; Phil Harris lately signed an exclusive radio-TV contract with NBC and Louella Parsons, whose TV pilot film is being considered by Lustre-Creme for a CBS-TV series.

The coast-to-coast fund-raising program was the first such telethon to originate from the West Coast and the first to be carried on two networks. It was produced by Ed Sobol and Albert Capstaff while Warren Jacober was producer-director of the New York operation. Norman Blackburn and Jack Hope were in charge of talent production.

TV PRODUCER GROUP

Snader Named President

LOUIS D. SNADER, president of Snader Telescriptions Corp., has been re-elected president of National Society of Television Producers, Hollywood, for a two-year term.

David Chudnow, president of Rosamund Productions, was named vice president for a one-year term and Maleese Black, independent producer, was elected treasurer for a two-year period. Gladys Rubens, head of Rubens Productions, has one more year to serve as secretary.

New board of directors are Max Gilford, president of Pegasus Productions Inc.; Bob Clampett, producer-packager of KTLA (TV) Hollywood *Time for Beany*, and Jack Voglin, president of Voglin Corp. The other board members are Tom Armistead, Murray Lerner, Syd Cassyd, all independent producers, and Mike Stokey, producer-packager of NBC-TV *Fantomime Quiz*.

film report

Sales . . .

Colgate - Palmolive - Peet Co., through **Sherman & Marquette Inc.**, New York, has contracted for a 39 half-hour TV film series of *Mr. and Mrs. North* to be made by **Federal Television Corp.**, Beverly Hills. Starting July 21, the first 20 films are to be completed by Oct. 25. **Barbara Britton** and **Richard Denning** will enact the title roles with **Ralph Murphy** set as the director. **John Loveton**, owner-producer of the CBS Radio version, will produce. Federal Television Corp., owned jointly by **William Collier Jr., Harry Joe Brown** and **Randolph Scott**, will headquarter at Goldwyn Studios.

* * *

Jerry Fairbanks Productions, Hollywood, is preparing *The Magic Wheel*, a half-hour TV film commercial for the **National Cash Register Co.** The script by **Leo Rosencrans** shows the relationship between big business and the American way of life.

* * *

Pacific Telephone & Telegraph Co., San Francisco, through BBDO, that city, has contracted for 30 20-second and three 60-second TV film commercials to be produced by **Jack Denove Productions**, Hollywood.

* * *

Cascade Pictures of Calif. Inc., Culver City, is making three 60-second live action TV film commercials for **Toni Co.**, Chicago (hair preparations). Agency is **Foote, Cone & Belding Inc.**, that city.

Production . . .

J. G. Stevens Television Productions, Hollywood, has completed the first film in quarter-hour TV series, *I Cook for a Star*. Highlighting Hollywood names through the eyes of their cooks, each program also will feature star's home, family and favorite foods. Narrated by **Reba** and **Bonnie Churchill**, syndicated columnists, the pilot film is built around **Pat O'Brien's** home, family and cook.

* * *

Pivar Productions, Culver City, Calif., headed by **Ben Pivar**, production executive at Universal-International, plans a half-hour TV film series to be called *Bureau of Missing Persons*. Starting in mid-July, the programs will be based on factual cases with the camera crew shooting at the actual scenes of the happenings. **Arthur Hilton** will direct.

Film People . . .

Argyle Nelson, production executive at RKO Radio Pictures, joins **Desilu Productions**, Hollywood, as general manager in charge of production. He succeeds **Al Simon**, named production manager on CBS-TV *George Burns and Gracie Allen show*.

* * *

Lou Victor, who operates his own Hollywood advertising agency, has joined **Wilshire Television Productions Inc.** as second vice-president in charge of the commercial division, to be known as **Televictor Unit**.

* * *

Gene Fowler, Hollywood writer, is in New York for conferences pertaining to distribution of the George M. Cohan story and music properties, developed by him and **Gene Towne** as a TV package. Preproduction has started on the team's original TV film series, *The Unsinkable Mr. Ruddigore* and *The Looking Glass Kid*.

Miscellany . . .

Interstate Television Corp., Hollywood, subsidiary of Monogram Pictures, which holds an option on half-hour TV films made by **National Repertory Theatre Inc.**, that city, has selected "The Victim" for inclusion in *Ethel Barrymore Theatre* TV film series. **Arthur Kennedy** and **Edward Arnold** are co-starred. Through a deal recently concluded by National Repertory Theater and **William Morris Agency**, Beverly Hills, the agency acquires national sales rights to future films.

* * *

Lew Kerner, executive in charge of production for **Motion Pictures for Television**, Hollywood, has acquired the personal rights to over 22,000 short stories and articles published in *Liberty* magazine from 1924-50 through **Network Story Sales Inc.**, New York. Disposal or adaptation of the properties to TV or feature films has not been determined by Mr. Kerner.

* * *

Guild Films Co., Hollywood, headed by **Reub Kaufman**, will handle the national distribution of a half-hour TV film series, *The Guild Theatre*, produced by **Telepictures Corp.**, Beverly Hills. The programs, 13 of which have been completed, are dramas of suspense and action, featuring **Richards Travis, Ann Savage, Edward Brophy, Iris Adrian** and others.

RANGERTONE
BEST FOR TV FILMS
USED BY
News Reel Company
1733 Sansom Street
Philadelphia, Penn.
SYNC-SOUND
RANGERTONE
73 WINTHROP ST
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KFMB TV Channel-8
SAN DIEGO'S 1st and Only TELEVISION STATION blankets CALIFORNIA'S THIRD MARKET
The San Diego Area . . . an important center of . . . Arms Production, . . . Military Activities and one of the MOST EXPANDING MARKETS in the nation.
Wise Buyers Buy- KFMB For More Business!
KFMB-TV Channel-8
KFMB-AM 550 - K.C.
John A. Kennedy, owner
Howard L. Chernoff, Gen. Mgr.
Represented by The Branham Co.

TV Applications Filed

(Continued from page 66)

W. Long. Transmitter DuMont, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Charles W. Pittman** (71%), Executive Vice President **James W. Hicks,** Vice President **H. W. Pittman** (29%) and Secretary-Treasurer **Margaret B. Pittman.**

†**GREENVILLE, S. C.—The Greenville News-Piedmont Co. (WFBC-AM-FM),** VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,406 ft., above ground 683 ft. Estimated construction cost $696,179, first year operating cost $475,000, revenue $525,000. Post Office address: News Bldg., Greenville, S. C. Studio location to be determined. Transmitter location: Paris Mountain. Geographic coordinates: 34° 55′ 41″ N. Lat., 82° 24′ 22″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **Roger C. Peace,** Vice President **Charlie Peace,** Secretary **B. H. Peace Jr.** and Treasurer **J. Kelly Sisk.** Laura C. Peace, Roger C. Peace and Charlie Peace, trustees of estate of B. H. Peace, control 83.9% of stock.

CHATTANOOGA, Tenn.—Mountain City Television, Inc. (WAPO) VHF Ch. 3 (60-66 mc); ERP 16.4 kw visual, 8.2 kw aural; antenna height above average terrain 1131 ft., above ground 300 ft. Estimated construction cost $381,962.58, first year operating cost $290,000, revenue $290,000. Post Office address: c/o Read House, Chattanooga, Tenn. Studio location McCallie & Lindsey Sts. Transmitter location Fairmount Road near State Highway 8, Near Chattanooga. Geographic coordinates 35° 09′ 39″ N. Lat., 85° 18′ 53″ W. Long. Transmitter DuMont, antenn RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer George E. Gautney, Washington. Principals include Pres. **Ramon G. Patterson** (50%), Treas. **Will Cummings** (50%), Vice Pres. **Helen H. Patterson,** Secty. **W. Tillman Grant.**

CHATTANOOGA, Tenn.—Southern Television Inc., VHF Ch. 12 (204-210 mc); ERP 63.54 kw visual, 31.77 kw aural; antenna height above average terrain 831 ft., above ground 187 ft. Estimated construction cost $449,409, first year operating cost $350,000, revenue $375,000. Post Office address: 509 Cherry St., Chattanooga. Studio location: 1103 Hixon Pike. Transmitter location: East Brow Road. Geographic coordinates: 35° 09′ 47″ N. Lat., 85° 18′ 00″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Moses Lebovitz** (37.5%), president of Independent Theatres Inc.; Vice President **Z. Carrter Patten** (12.5%), manager of property including Hotel Key Bldg.; Secretary-Treasurer **J. H. Hardy,** CPA; **Joel W. Solomon** (12.5%), secretary-treasurer of Independent Theatres Inc.; **Felix Diamond** (12.5%), insurance agent; **Manual Ross** (12.5%), Chattanooga Rock Products; **William C. Hudlow Jr.** (12.5%), Arrow Transfer & Storage Co.

JACKSON, Tenn.—The Sun Publishing Co. (WTJS-AM-FM), VHF Ch. 9 (186-192 mc); ERP 19.2 kw visual, 9.6 kw aural; antenna height above average terrain 634 ft., above ground 564 ft. Estimated construction cost $195,925, first year operating cost $93,300, revenue $100,000. Post Office address: 104-106 West Baltimore St., Jackson. Studio and transmitter location on West side of Highway 45, 2.2 mi. NW of Jackson. Geographic coordinates: 35° 38′ 46″ N. Lat., 88° 49′ 57″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Lynne C. Smeby, Washington. Principals include President **(Mrs.) Sally Person Pigfird** (57.5%), Chairman of the Board **W. A. Caldwell** (1%), Vice President and General Manager **Albert A. Stone** (10%), Executive Vice President **Harris Brown** (14%) and **Dr. J. L. Cook** (5%).

KNOXVILLE, Tenn. — Mountcastle Bcstg. Co. Inc. (WROL-AM-FM) VHF Ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 930 ft., above ground 585 ft. Estimated construction cost $559,250, first year operating cost $274,718, revenue $335,000. Post Office address: 612 Gay St. SW., Knoxville, Tenn. Studio location 612 Gay St. SW. Transmitter location Sharps Ridge Memorial Road 0.9 mi. West of Highway 33. Geographic coordinates 36° 00′ 13″ N. Lat., 83° 56′ 35″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Gillett & Bergquist, Washington. Principals include President **Paul Mountcastle** (100%), Vice President and General Manager **W. H. Linebaugh,** Secretary **John A. Ayres,** Treasurer **Paul Mountcastle Jr.**

†**KNOXVILLE, Tenn. — Scripps-Howard Radio Inc. (WNOX),** VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 958 ft., above ground 620 ft. Estimated construction cost $546,693, first year operating cost $441,480, revenue $418,600. Post Office address: 110 South Gay St., Knoxville. Studio location: 110 South Gay St. Transmitter location: Top of Sharp Ridge. Geographic coordinates: 35° 59′ 57″ N. Lat., 83° 56′ 59″ W. Long. Transmitter GE, antenna GE. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer J. B. Epperson, Cleveland 14, Ohio. Principals include Chairman of the Board **Karl A. Bickel,** President **Jack R. Howard,** Vice President **R. B. Westergaard,** Vice President **J. C. Hanrahan** and Vice President **M. C. Watters.** Voting rights to 100% of stock are held by The E. W. Scripps Co., Cleveland.

†**AMARILLO, Tex.—Plains Radio Bcstg. Co. (KGNC),** VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 767 ft., above ground 750 ft. Estimated construction cost $700,000, first year operating cost $314,652, revenue $273,239. Post Office address: 8th and Harrison St., Amarillo. Studio location: 2000 N. Polk. Transmitter location: 4.5 mi. North of Amarillo city limits. Geographic coordinates: 35° 18′ 52″ N. Lat., 101° 50′ 47″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Principals include President **B. E. Walker,** Vice President **Parker F. Prouty** and Secretary-Treasurer **Tom Kritser.** Globe News Publishing Co. holds 81% of stock, which is voted by **Gene A. Howe** (see story, page 38); remaining 19% of stock held by Globe News Employes Pool.

†**AUSTIN, Tex.—Capital City Television Co.,** UHF Ch. 18 (494-500 mc); ERP 216.5 kw visual, 108.5 kw aural; antenna height above average terrain 328 ft., above ground 472 ft. Estimated construction cost $405,500, first year operating cost $368,600, revenue $250,000. Post Office address: Enfield Apartments, Enfield Road, Austin, Tex. Studio and transmitter location: Capital National Bank Bldg., 120 W. 7th St. Geographic coordinates: 30° 16′ 10″ N. Lat., 97° 44′ 35″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner of Capital City Television Co. is **Charles Henry Coffield,** independent Texas oil operator and son of H. H. Coffield, who owns ⅓ partnership interest in firms which are applicants for TV stations in New Orleans, Corpus Christi, Dallas and Houston.

†**CORPUS CHRISTI, Tex.—Corpus Christi Television Co.,** VHF Ch. 10 (192-198 mc); ERP 251 kw visual, 134 kw aural; antenna height above average terrain 393 ft., above ground 410 ft. Estimated construction cost $434,000, first year operating cost $374,000, revenue $370,000. Post Office address: 14th Floor, Magnolia Bldg., Dallas, Tex. Studio and transmitter location: Driscoll Hotel, N.

CBC-TV Trial Program

FIRST trial television programs from CBC-TV Montreal are to begin July 25, with telecasts of International Baseball League games from Montreal. Announcement was made last week by Aurele Seguin, TV director at CBC Montreal. Additionally, programs in drama, comedy, variety, music and documentary will be telecast during an experimental period.

Most Popular Program—"Musical Moods"

Third Most Popular—"Golden Opportunity"

Fourth Most Popular—"Play or Pay"

THE VOTES ARE COUNTED

–it's a LANDSLIDE for WOC-TV Programs

Voting Place—"Tele-Views," TV fan magazine for the Quint-City area. . . .

Contest—"Tele-Views" readers vote on popularity of locally produced TV programs. . . .

Prizes—Bronze plaques to four programs winning most votes.

Results—THREE (left) OF THE FOUR PLAQUES NOW IN WOC-TV TROPHY ROOM. . . .

But more than that—of the 15 local programs voted "most popular," 12 were WOC-TV productions. . . .

LET THE NEAREST F & P MAN TELL YOU HOW TO GET YOUR PRODUCT OR SERVICES ON THE SALES-WINNING BALLOT IN THE QUINT-CITY AREA. . . .

OR WRITE US, DIRECT

FREE & PETERS, INC.
Exclusive National Representatives

The Quint-City Station

COL. B. J. PALMER, *President*
ERNEST C. SANDERS,
Resident Manager

WOC-TV
Channel 5

Davenport, Iowa

Broadway and Antelope St. Geographic coordinates: 27° 47′ 47.5″ N. Lat., 97° 23′ 48″ W. Long. Transmitter GE, antenna GE. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include **R. L. Wheelock, W. L. Pickens** and **H. H. Coffield**, each ⅓ partner and each independent Texas oil operator. Same partners at one time each owned ¼ of KPHO-TV Phoenix, Ariz., and each had part interest in KEYL (TV) San Antonio, Tex., aggregate of which constituted control of KEYL (TV). Same group also is applying for TV stations in New Orleans, La., Dallas and Houston, Tex.

†**DALLAS, Tex.—UHF Television Co.,** UHF Ch. 23 (524-530 mc); ERP 222 kw visual, 116 kw aural; antenna height above average terrain 515 ft., above ground 577 ft. Estimated construction cost $424,500, first year operating cost $381,000, revenue $240,000. Post Office address: 14th Floor, Magnolia Bldg., Dallas. Studio and transmitter location: Cliff Towers Hotel, Zanus Blvd. and Colorado St. Geographic coordinates: 34° 45′ 29″ N. Lat., 96° 49′ 03″ W. Long. Transmitter GE, antenna GE. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include **R. L. Wheelock, W. L. Pickens** and **H. H. Coffield**, each ⅓ partner and each independent Texas oil operator. Same partners at one time each owned ¼ of KPHO-TV Phoenix, Ariz., and each had part interest in KEYL (TV) San Antonio, Tex., aggregate of which constituted control of KEYL (TV). Same group also is applying for TV stations in New Orleans, La., Corpus Christi and Houston, Tex.

†**EL PASO, Tex.—Roderick Bcstg. Corp. (KROD),** VHF Ch. 4 (66-72 mc); ERP 56.3 kw visual, 28.1 kw aural; antenna height above average terrain 1,052 ft., above ground 285 ft. Estimated construction cost $336,400, first year operating cost $132,000, revenue $120,000. Post Office address: Wyoming and Walnut Streets, El Paso. Studio location: 2201 Wyoming St. Transmitter location: Top of Mt. Franklin. Geographic coordinates: 31° 47′ 29″ N. Lat., 106° 28′ 49″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Edward P. Talbott, El Paso. Principals include Chairman of the Board **Dorrance D. Roderick** (78%), owner of 76% interest in *El Paso Times*, 53% owner of Southwest Network Inc. (radio time selling), and until June 1951 64% owner of KOSA Odessa, Tex., and until June 1951 owner of KSIL Silver City, N. M.; President **Val Lawrence** (10.1%), 52% owner of KAVE Carlsbad, N. M.; Vice President **Bruce Barnard Jr.** (2.5%), Secretary **Kelton B. Clark** (3.4%) and Treasurer **Dorrance D. Roderick Jr.** (3.3%).

HARLINGEN, Tex.—Rio Grande Television Corp. (KGBS) VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 600 ft., above ground 634 ft. Estimated construction cost $240,303, first year operating cost $180,000, revenue $240,303. Post Office address: P. O. Box 711, Harlingen, Tex. Studio location Harlingen, Tex. Transmitter location La Feria, Tex. Geographic coordinates 26° 09′ 31″ N. Lat., 97° 49′ 45″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include Pres. **McHenry Tichenor** (50%), Vice-Pres. **J. C. Looney** (40%), Secy.-Treas. **Troy R. McDaniel** (10%).

†**HOUSTON, Tex.—UHF Television Co.,** UHF Ch. 23 (524-530 mc); ERP 176 kw visual, 88 kw aural; antenna height above average terrain 510 ft., above ground 540 ft. Estimated construction cost $430,000, first year operating cost $376,000, revenue $300,000. Post Office address: 14th Floor, Magnolia Bldg., Dallas, Tex. Studio and transmitter location: 4600 Calhoun Road, Houston. Geographic coordinates: 29° 43′ 27.2″ N. Lat., 95° 20′ 13.9″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include **R. L. Wheelock, W. L. Pickens** and **H. H. Coffield**, each ⅓ partner and each independent Texas oil operator. Same partners at one time each owned ¼ of KPHO-TV Phoenix, Ariz., and each had part interest in KEYL (TV) San Antonio, Tex., aggregate of which constituted control of KEYL (TV). Same group also is applying for TV stations in New Orleans, La., Corpus Christi and Dallas, Tex.

†**LONGVIEW, Tex.—East Texas Television Co.,** UHF Ch. 32 (578-584 mc); ERP 20 kw visual, 12 kw aural; antenna height above average terrain 287 ft., above ground 340 ft. Estimated construction cost $178,873, first year operating cost $163,500, revenue $180,000. Post Office address: Route 3, Longview, Tex. Studio location: 6 mi. SW of Longview on State Highway 26. Transmitter location: Same as studio. Geographic coordinates: 32° 26′ 37″ N. Lat., 94° 49′ 5.5″ W. Long. Transmitter GE, antenna RCA. Legal counsel: Ross K. Prescott, Dallas, Tex. Consulting engineer: Guy C. Hutcheson, Arlington, Tex. Principals include **Arlington James Henry** (sole owner), owner of Henry's appliance store.

†**WICHITA FALLS, Tex.—Wichtex Radio & Television Co. (KFDX),** VHF Ch. 3 (60-66 mc); ERP 58 kw visual, 29 kw aural; antenna height above average terrain 510 ft., above ground 549.5 ft. Estimated construction cost $308,493, first year operating cost $120,000, revenue $150,000. Post Office address: 801 Scott St., City National Bank Bldg., Wichita Falls. Studio and transmitter location: State Route 30 and Old Seymour Road. Geographic coordinates: 33° 53′ 22″ N. Lat., 98° 33′ 26″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Abe Herman, Fort Worth, Tex. Consulting engineer George C. Davis, Washington. Principals include President **Darrold A. Cannan** (52.95%), Vice President **W. P. Hood** (3.33%), Vice President **Howard H. Fry** (6%), Secretary-Treasurer **M. Kuhfuss** (2.33%), **Darrold A. Cannan Jr.** (12%), **John Adams** (3.67%), **Mott Johnson** (3.33%) and **John White** (1.67%).

HARRISONBURG, Va. — Shenandoah Valley Bcstg. Corp. (WSVA), VHF Ch. 3 (60-66 mc); ERP 12.74 kw visual, 6.37 kw aural; antenna height above average terrain 1,838 ft., above ground 170 ft. Estimated construction cost $152,952.18, first year operating cost $179,853.76, revenue $193,890.24. Post Office address: Rawley Pike, Harrisonburg, Va. Studio loca-

(Continued on page 85)

Why is every major network timing the Presidential Conventions with SELF WINDING CLOCKS?

Style 37-15" SS.
Sweep Seconds; Self Winding

Yes, all the major *radio* and *television* networks (and most independents) covering the Republican and Democratic Conventions in Chicago for nation-wide audiences are relying on Self Winding Clocks for the timing and synchronization of their programs. This also holds true for other *regularly* scheduled local and national programs.

Here's WHY –

- **Can be automatically synchronized on the hour***
- **Unaffected by AC power failures (self-powered)**
- **Install anywhere (AC power line not required)**
- **One clock or a complete synchronized clock system**

You, too, can have *dependable, exact* time-keeping for your local and national broadcasts. Send the coupon today for full particulars and free estimate on recommended installation to meet your requirements.

**U. S. Naval Observatory Time*

SELF WINDING CLOCK COMPANY, INC.
Manufacturers of Standard and Specially Designed Clocks and Clock Systems for more than 65 Years
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SELF WINDING CLOCK CO., INC.
207 Willoughby Ave., Brooklyn 5, N. Y.

Please send me complete information.

Name_____

Company_____

Street_____

City_____ State_____

DETROIT CONTEST
Brings 126,423 Entries

UNITED Detroit Radio Committee last week announced the winners of its "I Like Radio Because" contest, which drew 126,423 entries.

Seven stations used a saturation schedule of chainbreaks and minute announcements for the contest period May 19-27. Participating stations were identified as WEXL WJBK WJR WKMH WWJ WXYZ Detroit and CKLW Windsor.

Twenty winners were announced on a special broadcast June 11, carried by all seven stations.

Grand Prize winner was Mrs. Marie Crowley of Detroit, who received a new Packard donated by the Packard Dealers Assn. of Metropolitan Detroit plus other gifts.

Contest judges were Louis Miriani, president of Detroit's City Council and acting mayor; Norman Glenn, editor of *Sponsor* magazine, and Winfield R. Levi, sales manager, BROADCASTING • TELECASTING.

An informal cocktail party and dinner were held in the Statler Hotel to celebrate the contest's successful completion. Among those present were:

J. E. Campeau, president, and E. Wilson Wardell, sales manager, CKLW; Gordon Sparks, president, and Ernie Holder, sales manager, WEXL; Gayle Grubb, manager, and Pat McInnis, promotion director, WJBK; Worth Kramer, vice president-manager, and Jim Quello, promotion manager, WJR; Edwin Wheeler, general manager, and James Eberle, sales manager, WWJ, and James Riddell, president, and Hal Neal, assistant sales manager, WXYZ. Fred Knorr, president, and George Millar, sales manager, WKMH, seventh participating station, were unable to attend.

On the job!

Our volunteer speakers are saving thousands of lives *today*... in factories and offices, at neighborhood centers and at organization meetings all over this land... showing people what they can do to protect themselves and their families against death from cancer.

For information just telephone the American Cancer Society or address a letter to "Cancer," care of your local Post Office.

American Cancer Society

air-casters

BOB EVANS, program director of combined operations, WSPD-AM-TV Toledo, Ohio, named to same duties at TV outlet only. **LES DANA,** assistant to Mr. Evans, appointed program director of WSPD-AM.

BOB LEE, program director, WPEO Peoria, Ill., to WNGO Mayfield, Ky., as community service coordinator.

CARL TIBBETTS, KNOW Austin, Tex., to announcing staff, WSB-TV Atlanta.

GENE MORGAN, staff announcer, KGIL San Fernando, Calif., promoted to program director.

DONALD GREGORY SUPINSKI to WIP Philadelphia, as assistant record librarian.

POLLY KAUFMAN, West Coast editor, *Movieland* and *Screen Guide* magazines, to KFI Los Angeles as log editor.

CALEB PAINE, program supervisor, WGY Schenectady, N. Y., named director of public service for that station and WRGB (TV) that city. **BERNARD S. KRAUSE,** supervisor of science broadcasting, WGY, appointed production supervisor.

Mr. Paine

Mr. Krause

ANNE J. HOLLAND, assistant director of public affairs and education, WBAL Baltimore, awarded honorary membership in Baltimore Club of U. of Maryland Alumni.

BOB RIERSON, program director, WBT Charlotte, N. C., called to active duty with Navy. **BILL MELSON,** production manager, will handle duties until successor is appointed. **NELSON BENTON,** promotion manager, WSCO Charlotte, to WBT as publicity manager.

HOWARD S. KEEFE, promotion manager, WSPR Springfield, Mass., re-elected to executive board of Hampden County Accident Prevention Council, that city.

FRANK MORIARTY, WCBS-TV New York director, to staff of City College of New York as instructor in television and radio.

DALE SHEETS, guest relations manager, KTTV (TV) Hollywood, promoted to film director. He replaces **TOM CORRADINE,** who has resigned.

DAVID M. PLATT, program director, WPAZ Pottstown, Pa., adds duties of traffic manager.

CHARLES HEBERT, director, NBC radio *Mario Lanza Show,* signed to direct CBS Radio *Club 15* next fall.

JACK WAGNER, KGIL San Fernando, Calif.; **FRANK CARROLL,** KLAC Hollywood, and **DON CALLEN,** WKZO-TV Kalamazoo, Mich., to KHJ Hollywood as announcers.

JERRY CONWAY and **BETTY CLEVENGER,** publicists, KNXT (TV) Hollywood, to CBS-TV that city, in similar capacities. **SUSAN WISE,** secretary to **DEAN LINGER,** sales promotion-publicity manager for station, promoted to publicist. **MICHAEL DOUGHERTY,** director of public relations, Prudential Insurance Co., L. A., to station as Mr. Linger's assistant.

FRANK TEAS to announcing staff, WGNY Newburgh, N. Y., for summer months.

JACK C. KENASTON, Hollywood TV film packager, to KTTV (TV) that city, as sales promotion manager.

FRANK LOKEY, announcer, WBIG Greensboro, N. C., returns to WNOX Knoxville, Tenn., in same capacity.

LARRY THOR who portrays Danny Clover on CBS Radio *Broadway Is My Beat,* assigned role in Universal-International feature film, "Mississippi Gambler."

KATHLEEN CROWLEY, New York TV actress, assigned role in 20th Century-Fox feature film, "The Farmer Takes a Wife."

ED BRITTON to CKOK Penticton, B. C., as farm editor.

JOHN CARVER to KODY North Platte, Neb., as announcer. **ED LAUNER,** announcer there, transfers to traffic department.

MARY SINCLAIR, New York TV actress, assigned feminine lead in Paramount Pictures feature film, "The Rebel."

THOMAS HERMAN, TV actor, assigned role in M-G-M feature film trilogy, "Story of Three Loves."

LEE MORRIS, announcer, WSB Atlanta, father of girl, Jeannay Elizabeth, June 15.

BILL ARRINGTON, program director, WMRC Greenville, S. C., father of boy, June 12. **CLAUDE FREEMAN,** disc jockey there, father of boy, Phillip.

BARBARA EILER (MRS. DON NELSON), radio actress, mother of girl, Laurie Ann, June 11. Father is writer of ABC radio *Adventures of Ozzie and Harriet.*

HAL STUBBS, program director, CKVL Verdun and Ann Marino will be married July 12.

ROBERT LeMOND, staff announcer, KNX Hollywood, father of boy, Stephen, June 12.

LARRY BERRILL, disc m.c., KBIG Avalon, Calif., father of girl, Gretchen.

News • • •

WILLIAM (BILL) FITZGERALD, program manager of Armed Forces Network station, Berlin, Germany, to NBC radio as newscaster.

HUGH McCOY, World Wide Broadcasting Foundation, to KFBA Omaha, as newscaster.

JACK WALTERS, CBS newsman, to WCAU-AM-TV Philadelphia, on news staff.

RADIO FREE ASIA
Manila Operation Begun

RADIO FREE ASIA has begun to shift operations from San Francisco to the Far East, John W. Elwood, RFA director, announced last week.

Mr. Elwood disclosed that a team of four radio experts has left for Manila. Members were listed as William E. Minette, Walter Briggs, Margaret Liang Briggs and Clementine Wacula.

RFA, operated by the Committee for Free Asia, now beams programs from San Francisco six days weekly via two transmitters in the Philippines and one on Guam. New programs will be written and broadcast directly from Manila, he added.

"Broadcasting from Asia, in cooperation with Asians, should win larger audiences for Radio Free Asia," Mr. Elwood said.

"Through our programs," he explained, "we are trying to keep alive the hopes of Asians now under Communist domination and to stiffen Asian resistance to Communist aggression."

Mr. Minette, of Palo Alto, Calif., will be RFA director for Manila. He was formerly public affairs director for KNBC San Francisco.

Mr. Briggs, native of Peoria, Ill., will be director of information. For many years, Mr. Briggs was correspondent in Asia for the United Press and for the *Christian Science Monitor.* Mrs. Briggs, born in Peiping, China, and now an American citizen, will participate in program production. During World War II, she served as a civilian teacher in Kunming, China. Miss Wacula, born in Switzerland and a former resident of Tacoma, Wash., will serve as administrative assistant. Miss Wacula formerly served at KMO Tacoma, KOOL Phoenix and KITO San Bernardino.

OPTOMETRY AD CLAIMS
D. C. Reins Proposed

TIGHTENING up of the advertising freedom of optometrists was a step nearer in the District of Columbia last week when a House District subcommittee approved for full committee action a bill (S 106) revising the D. C. Optometry Act.

Bitterly fought measure passed the Senate May 7. It is opposed by the Washington Publishers Assn., National Retail Optical Assn., and others. It is favored by the American Optometric Assn., District Optometric Assn. and the District Board of Optometry.

Opponents claimed at subcommittee hearings last month that it would create an "eye glass monopoly" and was an attempt to control newspaper, radio and television advertising.

Provisions of the legislation ban advertising of (1) fees for professional services, (2) prices, (3) terms of credit, (4) discounts and (5) guarantees. It also gives the Board of Optometry of the District of Columbia power to revoke or suspend licenses if an optometrist advertises contrary to the abovementioned provisions, or claims professional superiority or superior performance, or offers free service or examinations.

AWRT CHAPTER
Elects Heloise Broeg

HELOISE PARKER BROEG, of WEEI Boston, was elected president of the New England chapter of American Women in Radio & Television at its organization meeting in Boston June 20 [B•T, June 23]. Some 50 women broadcasters and telecasters attended the meeting.

Other officers are: Connie Stackpole, Granite State Network, Manchester, N. H., vice president; Claire Crawford, WORL Boston, steering committee chairman; Eileen Kneeland, WHAV Haverhill, Mass., secretary; Louise Morgan, WNAC-AM-TV Boston, treasurer.

Speakers included Harold E. Fellows, NARTB president; Miss Morgan; Marjorie Mills, WBZ Boston; Mildred Carlson, WBZ and WBZ-TV; Mrs. Crawford; Jan Gilbert, Harold Cabot & Co., Doris Corwith, AWRT national president and NBC public affairs director, and Betty Stuart Smith, AWRT director-at-large and radio public relations director of J. Walter Thompson Co. Dorothy Fuller, WBET Brockton, Mass., AWRT eastern vice president, presided.

BIELSKI SUCCEEDS KEIM
In AF Radio-TV Post

CAPT. CASS BIELSKI has been named chief of the Air Force Radio-TV Section in the Dept. of Defense, succeeding Lt. Col. Robert P. Keim, the Air Force Dept. has announced.

Col. Keim is to assume new duties as chief of the Air Force Section at the Armed Forces Public Information Center in New York Tuesday (tomorrow). He will be responsible for all AF public information activity in that area, with stress on radio-TV. At the Pentagon he was instrumental in development of the *Air Force Hour* and *Serenade in Blue*.

Capt. Bielski, who becomes chief of that section, has been serving as deputy to Col. Keim. He also has worked on radio-TV productions in recent years.

On All Accounts

(Continued from page 10)

director and agricultural journalism instructor. Because many of his students were older, he grew a mustache (he's the only one who liked it) to look a bit more mature.

When the war started, both these jobs were eliminated as the need for publicity declined when the Army moved in and teachers weren't busy. Fortunately, the head of the radio department left campus and Mr. Seaman was his successor.

He learned radio the hard way but fast. His primary assignment was to write, produce, appear in, record and mail a daily quarter-hour farm show which was carried as a public service feature by every station in the state. The war also hit the WDAY Fargo news staff, and Mr. Seaman was drafted to handle news editing and writing there three nights weekly and on Saturday and Sunday. His weekly work total: 100 hours.

His next job was serving as press and radio chief of the regional office of the U. S. Soil Conservation Service in Milwaukee, a bureau of the Dept. of Agriculture which sent out promotion and publicity. In fall of 1945, when Allis-Chalmers ventured into network radio with *The National Farm and Home Hour*, Mr. Seaman was offered the job of radio executive at the agency.

Allis-Chalmers, which collects many "firsts," is the only network TV sponsor among farm equipment manufacturers. This winter, for the fifth year, it will sponsor the judging of the grand champion steer at Chicago's International Livestock Exposition on NBC-TV.

Mr. Seaman, Allis-Chalmers and the Gittins agency work to benefit agriculture 5, 10 and 25 years from now, because a healthy and favorable agriculture industry is basic to the nation's economy. A sound industry alone will benefit Allis-Chalmers and other such companies, they believe. All company and agency activity is coordinated toward the betterment of agriculture generally, and the company is a pioneer in making the advertising industry aware of the vast farm market potential.

Mr. Seaman, in addition to his foreign business excursions, has traveled in almost every state to handle remote broadcasts for the network show. His long and busy weeks nevertheless include golf, fishing (for pike), bowling and taking care of the lawn at his home in Shorewood, a Milwaukee suburb. He is married to the former Laura Sebert, whom he met during high school days in Guthrie Center, Iowa. Their children are Charlotte, 15, and Richard, 13.

LBS CREDITORS
Hold First Meet July 8

CREDITORS of Liberty Broadcasting System Inc., which has been adjudged bankrupt, will hold their first meeting July 8 in Dallas, according to D. M. Oldham, referee in bankruptcy in the Dallas Div., Northern District of Texas, U. S. District Court.

Creditors may be asked to approve a plan to use proceeds from the sale of Liberty assets toward prosecution of the LBS $12 million suit against 13 major league baseball clubs [B•T, Feb. 25]. LBS suspended network service May 15 [B•T, May 19].

Meeting of the creditors will be held at Room 372, Federal Bank Bldg., Dallas at 10 a.m., July 8. The referee's notice said "the creditors may attend, prove their claims, appoint a trustee, appoint a committee of creditors, examine the bankrupt, and transact such other business as may properly come before said meeting."

The notice explained that Liberty "has been duly adjusted bankrupt upon an involuntary petition filed against it on June 5, 1952."

Notice of sale of Liberty assets on July 15 was given by the referee. Listed are items said to have an approximate value of $83,104, to be the highest bidder for cash, at public or private sale.

Among items are 11 Ampex console #400 tape recorders, five sets of General amplifying and rack equipment one master control room, four sub-controls, a master automatic switching control, consoles, nine Gates turntables units, two Presto master model disc recorders with amplifiers, and similar gear. Receiver is William J. Rochelle Jr., 911 Republic Bank Bldg., Dallas. The sale is subject to action by the referee at the July 8 creditors meeting.

Fry, Ingle Speak

KEN FRY, radio-television chairman for the Democratic National Committee, and Ed Ingle, his Republican counterpart, will speak tonight (Monday) before the Chicago chapter of American Women in Radio and Television. They will discuss use of media at the national political conventions.

WILLIAM C. BARNES
Was WMVA President

FUNERAL services were held June 23 for William C. Barnes, 58, president, Martinsville (Va.) Broadcasting Corp., operator of WMVA-AM-FM Martinsville. Mr. Barnes died June 21 following a heart attack.

Native of Decatur, Ill., Mr. Barnes went to Martinsville in 1937 and bought the *Daily Bulletin*, of which he served as publisher-owner until its sale in 1946.

Mr. Barnes established WMVA in 1940 and that station's FM affiliate in 1950.

His newspaper experience included publications at Decatur and Peoria, Ill., Beaumont, Tex., and Chicago. He represented the American Legion national magazine in Detroit, and had served as secretary to two congressmen in Washington. Survivors include his wife and four daughters.

Mrs. Ruth Gilbert

MRS. RUTH GILBERT, wife of Dick Gilbert, KTYL Phoenix disc jockey, and who as Ruth Wimp formed with her husband the radio and theatre singing team of Gilbert and Wimp in the early 1930s, died June 20 in an automobile accident near Wittman, Ariz. The husband and wife team also published several tunes and Mrs. Gilbert drew pen and ink portraits. Her mother and a sister also survive.

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Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

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We keep plugging it!

KWK is the radio buy in St. Louis!

KWK's LOW-low cost-per-thousand radio homes delivered makes it a real catch!

Your Katz man has the facts in booklet form . . . fully documented.

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

NEC CAMPAIGN

Radio Outlets Support

NEW ENGLAND'S radio stations have lined up solidly behind a New England Council campaign to advance the region's economy.

In mid-May, each of the 124 stations in New England's six states received a transcription of 13 spot announcements produced by the council. The spots present statistics showing that employment and payrolls are running close to all-time highs in the region, and that new industries are creating thousands of new job opportunities.

To date, NEC reported, 101 stations have pledged their cooperation in using the material. All of the region's 50 kw stations have expressed willingness to cooperate, the Council added.

Vermont and Rhode Island have a 100% record, with all their stations running the spots. Of Maine's 14 outlets, 12 have responded. In New Hampshire, 10 out of 12 have agreed to cooperate; in Massachusetts, 39 out of 52, and in Connecticut, 20 out of 26.

Radio material was produced by Deuel Richardson, general manager and program director, WCRB Waltham, Mass. Wallace Dickson, NEC public relations director, said the council expects to release additional material in mid-August.

NPA RESHUFFLE

Cotton Succeeds Milling

J. A. MILLING has returned to RCA Service Co., from which he was on leave, and Richards Cotton, assistant to the president of Philco Corp., has replaced him as director of the Electronics Div. of the National Production Authority and chairman of the government's Electronics Production Board.

Mr. Milling had been division and board chief since the resignation of E. T. Morris Jr., who returned to Westinghouse Electric Corp. earlier this year. Mr. Milling came to NPA last year from RCA Service Co., of which he is a vice president.

allied arts

PATRICK J. McGANN elected vice president of International Standard Electric Corp., N. Y., subsidiary of International Telephone & Telegraph Corp.

THOMAS B. MOSELEY and **JAMES F. BECKER** appointed sales representatives, TV Transmitter Div., Allen B. DuMont Labs., in southwest with headquarters in Dallas and midwest stationed in Chicago, respectively.

JOHN OUSE, director of purchases for American Television Inc., Chicago, TV set manufacturer, to Thomas Electronics Inc., Passaic, N. J., manufacturer of Phototron cathode ray TV picture tubes, as manager of midwest sales, headquartered in Chicago.

Mr. Ouse

JACK A. BERMAN, vice president of Shure Bros., Chicago, elected to represent Assn. of Electronic Parts & Equipment Mfrs. on board of Radio Parts & Electronic Equipment Shows, sponsor of annual Electronic Parts Show in Chicago.

CALDWELL-CLEMENTS Inc., N. Y., publisher of *Radio & Television Retailing*, announces change in name of trade monthly to *Television Retailing*.

ARTHUR B. HOGAN, chairman of board and president of Universal Recorders, Hollywood, and head of Beverly Hills brokerage firm, elected to membership in Los Angeles Stock Exchange.

SEYFFER & Co., Zurich, Switzerland, appointed general product representative in that country for Allen B. DuMont Labs., Clifton, N. J.

WILLIAM B. OGDEN RADIO OPERATIONAL ENGINEERING SCHOOL, Burbank, Calif., has moved to 1150 W. Olive Ave.

HENRY B. NELSON, assistant to sales manager of General Electric replacement tubes, appointed district sales representative for GE Tube Dept., Cincinnati.

ARTHUR C. NIELSEN, president, A. C. Nielsen Co., N. Y., honored by U. of Wisconsin Alumni Assn. for contributions to university and to field of market research.

INSULINE Corp. of America, Long Island City, N. Y., announces publication of catalog No. T-725 describing complete line of antennas, kits and accessories.

ROBERT A. PENFIELD appointed advertising manager, radio-TV picture tube division, electronics, parts, and tungsten and chemical division, Sylvania Electric Products Inc., N.Y.

Mr. Penfield

CHARLES MICHELSON Inc., N. Y., radio-TV transcription firm, has established special department for scoring background music for TV and film programs. Company will release to clients its library of E.M.I. (British) background music transcriptions.

WILLIAM BARNES, Wynn Rocamora Agency, Hollywood, has opened own talent agency at 600 N. Sepulveda St., L. A.

PHIL DAVIS MUSICAL ENTERPRISES Inc., N. Y., commissioned by W. D. Lyon Co., Cedar Rapids, Iowa, to create original musical trademark for Potosi Brewing Co. of Wisconsin.

JUSTIN R. ANDERSON, Associated Press bureau chief for Arkansas, appointed executive representative for AP's membership division.

Mr. Anderson

JAMES W. FARROW, eastern zone sales manager of Television and Radio Div., Stromberg-Carlson Co., Rochester, N. Y., named merchandise manager of company's sound equipment branch.

MARK LANSBURGH, advertising-promotion director, KLAC-TV Hollywood, starts **LANSBURGH PRODUCTIONS** to produce and package programs and commercials for TV. Unit is headquartered at 100 S. Wetherly Dr., L. A. Telephone is Crestview 4-5770.

CROSBY LABORATORIES Inc. relocates at Robbins Lane, Hicksville, N. Y., Box 233. Telephone is Hicksville 3-3191.

TELEKING Corp., Newark, N. J. (TV receiver sets), moves showroom and service department to 120 Broad St., Morgan Theatre Bldg.

Equipment . . .

GENERAL ELECTRIC Co., Syracuse, N. Y., announces production of germanium diode checker fo use in laboratories, quality control groups, service shops and wherever there is need to check static characteristics of diodes. New unit, Type ST-12-A, features general resistance checking and accurately metered power supply.

TELEVISION COMMUNICATIONS INDUSTRIES, Chicago, announces production of Stay-Brite picture tube saver to improve contrasts and restore brilliance of old tubes. Five positions permit increasing filament voltage to prolong life of all tubes for year or more.

INSULINE Corp. of America, Long Island City, N. Y., announces production of two new test leads designed to fit RCA vacuum-tube voltmeter and others equipped with screw-on microphone type connectors. No. 316 contains isolating resistor in its probe and is intended for d-c measurement. No. 317 is straight-through lead for utility applications.

Technical . . .

BUCK POOLE, engineer, WMRC Greenville, S. C., and Lyall Lunsford were married June 14.

NARFD DISTRICT

Sets Winston-Salem Meet

SECOND annual Southeastern District convention of the National Assn. of Radio Farm Directors, comprising the southeast from Virginia through Mississippi, will be held Oct. 17-19 at Winston-Salem, N. C., with delegates studying latest farming practices in Forsyth and adjoining North Carolina counties.

Other studies and an entertainment program of sightseeing have been arranged, according to the district board of directors, which includes Eric Lund, WLVA Lynchburg, Va., Frank Raymond, WDVA Danville, Va. and Harvey Dinkins, WSJS Winston-Salem.

Forum Available

PROGRAM, *The Georgetown U. Forum*, formerly presented for radio by the Liberty Broadcasting System, is now available to independent stations "on an exclusive city basis," according to Rev. Francis J. Heyden, S. J., forum's director. The program also is seen on DuMont TV in New York and Washington. Information can be obtained from Father Heyden at Georgetown U., Washington 7, D. C.

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National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

WIDE BLANKET COVERAGE,
CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,
AND NOW—
5000 WATT OUTPUT!
JOS. WEED & CO.
350 Madison Ave., New York,
Can Tell You More About
CHNS
HALIFAX NOVA SCOTIA

PROPERTY SEIZURE

Senate Beats Down Vote

ATTEMPT to get the Senate to vote on the McCarran resolution (S J Res 158) prohibiting the President from seizing private property—including radio, TV and press facilities [B•T, June 2]—failed last week when the Senate voted down a surprise motion to consider the proposed constitutional amendment by vote of 42 to 32.

Motion to consider the resolution was made by Sen. Pat McCarran (D-Nev.), author of the resolution, last Saturday (June 21). It was defeated on a motion to table by Majority Leader Ernest W. McFarland (D-Ariz.). Sen. McFarland's objection to consideration of the resolution was primarily that Senate Democratic and Republican leaders had agreed to handle on Saturday nothing but calendar bills to which there were no objections.

Sen. McCarran's resolution would amend the Constitution to provide that "the executive power of the United States shall not be construed to extend at any time to any taking of private property other than in a manner prescribed by law."

Constitutional amendments must be passed by two-thirds of both the Senate and House and ratified by three-fourths of the States.

Although S J Res 158 stemmed from the steel industry seizure by the President, radio-TV and the press got into the picture last April. Responding to a question by Col. J. Hale Steinman, co-owner of the *Lancaster* (Pa.) *Intelligencer Journal* and *New Era* and of the Steinman radio-TV stations during a visit by members of the American Society of Newspaper Editors, President Truman said that under certain circumstances the President must act in the best interest of the country. A week later, he disclaimed interpretations that he said he could seize radio and TV stations and newspapers, but again at his May 22 news conference he said he felt he had inherent powers of seizure of all industries [B•T, May 26, April 28, 21].

Revision of the Communications Act last October amended Sec. 606(c) to include electromagnetic devices and to give the power of seizure to the President upon proclamation "that there exists war or threat of war, or a state of public peril or other national emergency, or in order to preserve the neutrality of the United States." In his Executive Order last December, the President delineated seizure authority to mean "use or control" of any station by a government agency.

REACHES 93,217 RADIO FAMILIES

WEOK

POUGHKEEPSIE

REPRESENTED BY EVERETT-MCKINNEY INC.

upcoming

July 7: Republican National Convention, International Amphitheatre, Chicago.
July 14: BAB Sales Clinic, Detroit.
July 16: BAB Sales Clinic, Cleveland.
July 18: BAB Sales Clinic, Indianapolis.
July 21: BAB Sales Clinic, Chicago.
July 21: Democratic National Convention, International Amphitheatre, Chicago.
July 23: BAB Sales Clinic, Milwaukee.
July 25: BAB Sales Clinic, Minneapolis.
July 28: BAB Sales Clinic, Denver.
July 30: BAB Sales Clinic, Salt Lake City.
Aug. 3-8: BMI-Colorado Broadcasters Assn. program seminar, Denver U., Denver.
Aug. 15: BAB Sales Clinic, Dallas.
Aug. 18: BAB Sales Clinic, San Antonio.
Aug. 18-19: NARTB District 7, Hotel Statler, Cleveland.
Aug. 20: BAB Sales Clinic, Houston.
Aug. 21-22: NARTB District 8, Grand Hotel, Mackinac Island, Mich.
Aug. 22: BAB Sales Clinic, New Orleans.
Aug. 24-25: Arkansas Broadcasters Assn. meeting and sales clinic, Marion Hotel, Little Rock.
Aug. 25: BAB Sales Clinic, Miami.
Aug. 25-26: NARTB District 11, Hotel Duluth, Duluth, Minn.
Aug. 27: BAB Sales Clinic, Winston-Salem.
Aug. 28-29: NARTB District 17, Multnomah Hotel, Portland, Ore.
Sept. 4-5: NARTB District 15, Hotel Mark Hopkins, San Francisco.
Sept. 8: BAB Sales Clinic, Cincinnati.
Sept. 8-9: NARTB District 16, Hotel Del Coronado, Coronado Beach, Calif.
Sept. 10: BAB Sales Clinic, Louisville.
Sept. 11-13: NARTB District 14, Cosmopolitan Hotel, Denver.
Sept. 12: BAB Sales Clinic, Nashville.
Sept. 15: BAB Sales Clinic, Little Rock.
Sept. 15-16: NARTB District 12, Lassen Hotel, Wichita.
Sept. 17: BAB Sales Clinic, Birmingham.
Sept. 18-19: NARTB District 13, Hotel Texas, Ft. Worth.
Sept. 19: BAB Sales Clinic, Atlanta.
Sept. 20: IRE conference, Iowa section, Roosevelt Hotel, Cedar Rapids.
Sept. 22-23: NARTB District 10, The Elms, Excelsior Springs, Mo.
Sept. 22-25: National Electronic Distributors Assn. convention, Atlantic City, N. J.
Sept. 25-26: NARTB District 9, Hotel Plankinton, Milwaukee.

AP RADIO NEWS

Improvement Comm. Set Up

ASSOCIATED Press announced last week the formation of a seven man committee to meet with AP executives to help improve the AP radio news report.

This action was taken at the suggestion of the AP board of directors. In its annual report April 21, the board commended radio members for their increasing activity in supplying news and recommended a meeting that "might contribute to the continuing improvement of the news report of the Associated Press."

Committeemen, all of whom have accepted invitations from AP General Manager Frank J. Starzel, are:

Matthew Bonebrake, KOCY Oklahoma City; Joe H. Bryant, KCBD Lubbock, Tex.; Tom Easton, WTIC Hartford; Daniel W. Kops, WAVZ New Haven; Jack Kreuger, WTMJ Milwaukee; Jack D. Shelley, WHO Des Moines, and Les Mawhinney, KHJ Los Angeles.

The committeemen were chosen on the basis of geographical location and station power. They will meet at AP headquarters in New York in the fall, at a date to be announced.

DOUBTFUL ADS

Better Bus. Urges Review

A RECOMMENDATION to trade and business groups to form advertising boards of review to bring pressure upon advertising that "is not false but does not come clean with the truth" was sounded at the 38th annual convention of the Assn. of Better Business Bureaus in Swampscott, Mass., last week.

John N. Garver, chairman of the association's board of governors, said that "outright lies in advertising are rare today" but he added there was still the current "twilight zone" type of copy used by some national and local advertisers. He called on business groups throughout the country to cooperate in a campaign with the bureaus to "bring the full weight of business disapproval to bear upon such advertising."

Riple Leaves WLAW

WILLIAM A. RIPLE is resigning as general manager of WLAW Boston - Lawrence effective tomorrow (Tuesday) he reported last week. Mr. Riple said he planned a three-month vacation.

Oldfield Promoted

LT. COL. Barney Oldfield, chief of public information, Headquarters, Allied Air Forces Central Europe, has been promoted to the rank of colonel, according to the U. S. Air Force, which announced a list of promotions. Col. Oldfield, a commentator at KFAB and KOIL Omaha and KFOR Lincoln before recall to military service in 1940, was transferred to Europe in early 1951. He is serving on the staff of Gen. Lauris Norstad, and previously worked in U. S. Air Force public relations directorate office at the Pentagon.

Col. Oldfield

COPPER EASED

NPA Boosts for Radio-TV

SUPPLY of copper for radio-TV receivers was further eased by the government fortnight ago with manufacturers slated for increased allotments during the third quarter to meet these and other civilian needs.

This was revealed by the National Production Authority in a series of orders involving the import of copper from foreign countries by U. S. producers. Manufacturers are expected to realize sizable boost in overall copper supplies for consumer durables, up to 50% instead of 35% of their base period use.

Late last month NPA announced that quotes of controlled metals (copper, steel, aluminum) will be pegged higher starting July 1 to enable set-makers to meet expected seasonal demands for radio and television receivers [B•T, June 2].

The government also has announced that many plant expansion goals are either filled or pending in current applications for speedy tax writeoffs from plant manufacturers.

It was understood that companies turning out top priority or defense supporting electronics equipment, need no longer apply for tax amortization to expand their facilities. Military needs, with respect to expansion, are nearing the point of being met, it was explained.

Industry was advised generally by the Defense Production Administration that no more expansion involving tax writeoffs should be without prior consultation with the government.

New Pulse Service

THE PULSE Inc. has announced a new service, reporting on audience composition of all network programs, both radio and TV, with two reports to be made each year, spring and winter. Spring report is now available for industry purchase, Pulse noted. It shows the number of men, women, teen-agers and children who listen to each network-radio program and watch each network video show.

EARS THAT HEAR

IN YOUNGSTOWN ARE EARS THAT BUY!

WBBW'S concentrated coverage is not wasted on cornfields. Here's pin point selling that falls on receptive ears, "buying" ears — right in a market that really counts.

WBBW — the new ABC affiliate in Youngstown — brings you . . .

Concentrated Coverage and No Waste Circulation

ABC

WBBW

REP. FORJOE & CO. INC.

FOLDER has been issued by KYW Philadelphia using newspaper reprints to testify to the effectiveness of radio. Event praised by the press was city's first baseball talkathon featuring a bull session with Eddie Sawyer, manager of the Phillies and Lee Allen of KYW's staff. Pair answered questions phoned in by listeners from 11:15 p.m. to 5 a.m. Four telephone operators were kept busy all night, station reports, jotting down queries. Response prompted KYW to state: "Don't count radio short, even in a TV market."

FROM LOCAL STANDPOINT

WRITER and political analyst Gerald W. Johnson has signed a contract with WAAM (TV) Baltimore which will bring viewers information on events "as they appear from Bolton St. in Baltimore." Series will be aired weekly commencing July 4 from 9-9:15 p.m.

COVERAGE DETAILS

RED, white and blue trimmed release has been sent out by WAVE-AM-TV Louisville, Ky., pointing out details of stations' coverage of both Democratic and Republican conventions slated for July in Chicago. Complete daily schedule is offered as well as behind-the-scenes information on how telecasts and broadcasts will come to viewers and listeners.

WJPG

THE RADIO SERVICE OF THE GREEN BAY PRESS-GAZETTE

GIVING
MORE PEOPLE
MORE REASONS
TO LISTEN
MORE OFTEN

EMPHASIS ON LOCAL NEWS, SPORTS, EVENTS, AND ENTERTAINMENT FAVORITES

PLUS

MUTUAL'S HEADLINERS

Nearly Everyone in the Green Bay Area has a compelling reason to listen to WJPG some time every day.

GREEN BAY IS A FAVORITE TEST MARKET

WJPG Green Bay, Wisconsin

McGILLVRA, Rep.
New York • • • • Chicago

programs promotion premiums

TWO-WAY PROMOTION

MUTUAL promotion contract running 52 weeks will be put into effect July 1 by KBIG Avalon, Calif., and Western Amusement Co. Movie concern will utilize 45-second trailer on KBIG in its 18 theatres in addition to mentions of the station in printed programs. Simultaneously, daily program, *Movietime*, starts at KBIG featuring theatres' motion picture schedules.

KCMO WINS CONTEST

BROCHURES outlining programming for community service were submitted by stations competing for the annual Community Service Award sponsored by the Kansas City Adv. & Sales Executives' Club. Judging was done at the U. of Missouri School of Journalism. Contest was won by KCMO Kansas City for the second consecutive year.

'BARNDANCE CAPERS'

NEW show featuring rotating roster of station's entertainers was begun last week on WLWT (TV) Cincinnati, featuring Louis Innis, TV personality, as m.c. *Barndance Capers*, sponsored by BC Headache Powder, will be aired weekly on Thursday, 9:30-10 p.m. Other outlets picking up the variety program will be WLWC (TV) Columbus and WLWD (TV) Dayton.

CHRISTMAS IN JUNE

FORTY merchants in Nanaimo, B. C., displayed "day-glo" signs stating "This is a Nanaimo Day Store" prior to June 20 when "Christmas bargains in June" were brought to residents of the city. Special jingles were produced by CHUB there. Station also supplied the signs and placed all advertising for the businessmen.

CRUISE NEWS

SUMMER season in Great Lakes region has inspired a new show on WGAR Cleveland. *Morgan's Melody Cruise* features disc jockey Hal Morgan cruising around Lake Erie on yachts from various local clubs. Mr. Morgan between recordings discusses regatta coming up for the week and winner of previous race over the weekend.

RACES USE RADIO

STOCK car races starting at Municipal Stadium, Phila., will receive intensive publicity and promotion over WFIL that city as part of station's "Summer Selling Plan." Promotion package will be used by George Marshman, auto racing backer, to publicize weekly Friday evening races at new and specially constructed track at the stadium.

CLEAR AND SUNNY

MIDWESTERN farmers numbering 1,500 literally prayed for rain at Farm Day sponsored in early June by KMA Shenandoah, Iowa. Featured on the day's agenda was Tom Swearingen, a "rain maker" who was unable to produce because of a cloudless sky. Those who attended contented themselves with machinery exhibits, a rodeo performance and "discussion" of weather and its effect on agriculture.

RELIGIOUS PROGRAMMING

RECORD is claimed by WCBC Anderson, Ind., in length of religious broadcasting. Station fortnight ago broadcast a two-and-one-half hour program from annual International Camp Meeting in Anderson, sponsored by Church of God. Program consisted of interviews and musical solos performed by talent from every state as well as from Canada and Europe.

REGATTA BROADCAST

ROWING regatta featuring Olympic Rowing Trials at local Lake Quinsigamond will be broadcast to central New England by WTAG Worcester July 3-5. Interconnected mike stations will be set up at beginning, middle and finish line of the mile-and-a-third course. Station will also pipe its on-the-air description over a public address system for the lakeshore grandstand.

WWDC'S BLOOD APPEAL

ALL-OUT radio campaign is being staged by WWDC Washington through July 4 to point up an appeal for blood for wounded and hospitalized military personnel. Every public service announcement, station identification break and the entire all-night show, *Yawn Patrol*, were devoted to the appeal on June 25 using slogan "Share Your Blood for Independence."

MEMORY CONTEST

NOSTALGIA paid off last month for WBOW Terre Haute, Ind., and two entertainers, in a "memory contest" conducted by the station as part of 25th anniversary observances. For a month prior to June 15, WBOW's birthday, listeners were asked to send in letters stating "What I Remember Best About WBOW." Writer of most apt letter received $100. Station reports that so many letters mentioned Gene Morgan and Guy Slover, who have been off the air seven years, that the comics have been signed by the station for a new weekly show.

RADIO PROMOTES SELLOUT

PROMOTION exclusively by radio brought sellout attendance at first Pacific Northwest Dance Championship held at Seattle's Olympic Hotel June 14. Only advance notice of event was a spot announcement campaign on KRSC Seattle with 30-second announcements every half hour during last four days of a three-week campaign. Promotion was sponsored by Veloz & Yolanda dance studios.

RADIO DRAMA EXPERIMENT

EXPERIMENTAL drama series has been launched at WSUI Iowa City, Iowa, for summer months. Residents of the community, in addition to students and U. of Iowa staff members, are participating in acting and writing capacities on *How To Get Away From It All.* Series is attempting to create new interest in radio drama by testing new and unusual production techniques. Programs are aired weekly for 45 minutes.

VACATION GIMMICK

SECOND phase of "Vacation Express," summer promotion tying in with 26 resorts in station's coverage area, has been launched by WCAU Philadelphia. Resorts have entered into a joint promotion which includes a special program, *Vacation Express*, highlighting a different recreation spot each week. Station in turn gets advertising in resort newspapers and pictures of WCAU's talent on boardwalks and in theatres.

KGW

THE *People's Choice* IN PORTLAND, OREGON

1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

Our Respects To

(Continued from page 46)

sociated with the late Louis G. Caldwell, dean of radio lawyers. The job was scheduled to take three days. Mr. Scharfeld, however, spent three months in Mexico. He swears it was the "mañana" attitude there that kept him so long, but his friends say it was because he found the pace so greatly to his liking.

This adherent of the art of easy living was born, not on some south sea isle as his characteristic might indicate, but in the bustling manufacturing and commercial city of Cleveland. The day was June 22, 1903.

At East High School, Cleveland, he learned the arts of the advocate. Even then, he recalls, he opposed centralized government and bureaucracy. As captain of his school debating team, he wowed 'em upholding the negative of the proposition, "The Federal Government Should Establish a Department of Education."

After Harvard Law School, Mr. Scharfeld in 1928 joined his uncle, A. E. Bernsteen, U.S. District Attorney in Cleveland. Late that year, he was in Washington on business, when someone at the Department of Justice suggested he see Mr. Caldwell, general counsel of the then new Federal Radio Commission, just organizing. Mr. Caldwell talked him into joining the FRC as assistant counsel, among the first at that agency.

It was the days of the making of radio law, and for the next two years Mr. Scharfeld was a member of the legal group who formulated the foundation of broadcasting regulations. Among his contemporaries were the following, still practicing this legal speciality: Fanney Neyman (Litvin), Ralph Walker, Paul Segal, Duke Patrick, David Deibler, Ben Fisher, and Paul Spearman.

Early Legal Battles

During those early days, Mr. Scharfeld participated in many legal cases which established the right of the FRC to regulate broadcasting and to look into the qualifications of a prospective licensee. The one he recalls best, however, was *General Electric Co.* v. *the U. S.*

This involved the grant of another station on the frequency used by the GE station in Schenectady (WGY). GE protested, took the case to the Court of Appeals, which reversed the FRC. The government appealed to the Supreme Court and that tribunal denied a writ of *certiorari* on the ground that the Court of Appeals in this case acted as an administrative agency and not as a review court.

In those days administrative law was not spelled out the way it is today. Courts not only reviewed the legality of decisions, but also the facts of the case.

The GE case was one of the decisions which spurred the FRC to get the law spelled out in more detail and to ensure that courts had legal review power only. (Today, many students of radio-TV law wish that responsibility had never been changed.)

Private Practice in 1931

In 1931, Mr. Scharfeld joined his ex-boss in private practice. Mr. Caldwell had become resident Washington partner of the Chicago law firm of Kirkland, Fleming, Green & Martin (now Kirkland, Fleming, Green, Martin & Ellis).

In those days, no one was reporting FRC regulations and orders on a regular basis. So Mr. Caldwell, as editor, and Mr. Scharfeld, as associate editor, established and published the *Journal of Radio Law*. This quarterly covered radio regulation and legislation with interpretive articles by "names" in the field, decisions, general orders, examiners' reports, and other regulatory memorabilia.

It was during his long association with Mr. Caldwell that Mr. Scharfeld was imbued with the principle that radio (and television) must be as free as newspapers in its rights as a medium of communications. Mr. Caldwell was the great advocate of free speech for radio.

Mr. Scharfeld's philosophy of radio law can be summed up in the phrase, "The less regulation the better." He feels strongly that procedural matters are just as important as the substantive factors in broadcast regulation. He thinks the FCC's practices in this respect have improved over the years but that there is still room for improvement. He is a great believer in settling matters between clients and the FCC through negotiation and compromise, rather than through a strict, inflexible following of the letter of the regulation with its concomitant long, expensive hearings and litigation.

He believes that of late—perhaps due to lack of personnel or changes in the attitude of FCC Commissioners and staff executives—the Commission is tending in that direction.

In 1936 Mr. Scharfeld joined with Philip G. Loucks, then managing director of NAB, to form Loucks & Scharfeld. It was a busy and lucrative practice. In 1943, Mr. Scharfeld volunteered for service in the Army.

After donning khaki and two bars on his shoulders, he was soon in England, attached to Gen. Montgomery's British 21st Army Group as public safety officer. After the Normandy invasion, he transferred to the U. S. Army, became military government officer in a unit training for the occupation of Bavaria. He was transferred out of that unit to a job as deputy director of the School for Military Government at Romilly, France. Following that stint, he was made a member of the military intelligence target force for General Patch's 6th Army Group which had come up through southern France into Germany. After the capitulation of Germany, Capt. Scharfeld was transferred back to the Bavarian military government unit and served in the occupation of that area.

Returns in 1945

Major Scharfeld returned home for demobilization Sept. 30, 1945.

After six months of "reorientation," Mr. Scharfeld rejoined Mr. Loucks. In the middle of 1948, he opened his own office for the practice of administrative law, with emphasis on radio and TV.

With his return to civilian pursuits, Mr. Scharfeld became active in the work of the FCBA. He held committee chairmanships, was a member of the executive committee, and early this year became president of the organization which represents attorneys practicing before the FCC. He is also a member of the American Bar Assn., the District of Columbia Bar Assn. and the American Judicature Society and the Radio Pioneers Club.

Although he still likes to play a fast game of tennis, his physician told him recently that he's getting too old for that young man's game. He also likes to watch a fast stretch at the races, and he's glad that no man ever gets too old for that.

His big hobby, however, has been breeding wire-haired fox terriers. He is a member of the American Fox Terrier Club, and started breeding the spirited canines in 1935 when he first became the owner of one. Before the war, he ran the Lucart Kennels, near Marlboro, Md., showed and won many trophies with his show dogs.

In 1933, Mr. Scharfeld was married to Lucile Hadley Speer. They were divorced in 1946. Daughter Diane was born in 1939.

WELDON & CARR

Hagaman Joins D. C. Div.

APPOINTMENT of Boynton G. Hagaman as engineer-in-charge of the Weldon & Carr laboratory facilities in the Washington Div., was announced last week. Mr. Hagaman formerly served as chief engineer for KDTH Dubuque, Iowa, and KLER Rochester, Minn., and directed their individual installations.

Mr. Hagaman

During World War II, Mr. Hagaman was project engineer on Army and Navy contracts. He distinguished himself in the invention of the cardiotachometer. Additionally, he contributed to the design of physiological instrumentation at Rochester's Mayo Clinic.

with the

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SESAC Inc., 475 Fifth Ave., N. Y. C.

AGRICULTURE

We've been programmed for the farmer for 25 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Operator Proposal Comments Flood FCC

(Continued from page 28)

engineer, who spends a goodly amount of time on preventive maintenance.

When WKBI was founded in 1950, we found no difficulty in obtaining three first-class operators at $40 per week, which was in line with salaries of other staff members and of factory workers and store clerks in the area. Today, if it were possible for us to secure three first-class operators, we would have to pay nearly twice that, according to what other stations in the state who have been able to secure operators are paying. The salaries of other WKBI staff members still are in line with those of area factory and store workers, that is, with an increase of about 15% over 1950, and it seems hard to justify a 100% increase in any engineer's worth over a period of a year and a half.

In more populous areas where station revenues are higher, every staff member's salary is higher and no great difficulty is experienced in securing a full complement of engineers. But, in a small market station, it is hard to justify a disproportionately large salary to a non-productive employe such as an engineer, a bookkeeper or a custodian. Productive employes, such as programming and announcing men, salesmen, or public relations and special events men should have proportionately higher salaries, indeed, if anyone does.

A high percentage of modulation is the only way a low-powered station can serve its entire trade territory, especially at night. When we had three first-class operators fresh out of school these fellows quickly learned that it was easier to keep the modulation down and never have to get off their seat to punch the reset button, or to turn down the gain when something extra loud came on. The third-class operators have been instructed that the modulation shall never get below 85% on peaks and their compliance has been without question.

There are two towns in our service area nine and 10 miles from our transmitter, respectively, which we never were able to cover at night until we began using third class operators at night. Now, with a high percentage of modulation, we cover these towns every night.

So far as remote control of the transmitter is concerned, the necessity to maintain operators at a transmitter separate from a studio throughout the entire broadcast day places a financial burden on the small operator which is completely beyond merit. If remote control were allowed, a higher caliber of chief engineer could be afforded by each station, and the chief engineer could spend all of his time on preventive maintenance, development of new equipment and repair of other equipment, rather than merely sitting around passing time, waiting for an unlikely occurrence of trouble.

James H. Duncan, manager of 250 w KSIL Silver City, N. M., supporting the NARTB proposal, wrote FCC that "just about every small station in the country and particularly those stations in remote or rural localities are at a very decided financial disadvantage when it comes to hiring engineers as the FCC now states that only first-class licensed men may be used."

"In my opinion," he wrote, "this is not equitable because the smaller station cannot compete financially with the larger-market station when it comes to hiring first-class engineers. . . . In order to secure the three engineers required to run the average small station, an unduly large portion of the budget must be allotted to the engineering department. As a result the general listenability of the station suffers."

Mr. Duncan believes that a lesser grade operator can handle the normal operation with a first class engineer on call to make major adjustments when necessary. He sees no problems concerning adjustments to meet Conelrad requirements.

Relax Requirement

Clarence Rulong, chief engineer of WAJR Morgantown, W. Va. (250 w, 1230 kc), urged FCC to relax the operator requirements: "We feel this move is necessary in view of the fact that holders of first class licenses are becoming increasingly more difficult for the broadcaster to secure."

William A. Reeves Jr., manager of WLAY Muscle Shoals, Ala. (250 w, 1450 kc), wrote the Commission:

It has been our experience over a period of years that one trained operator is sufficient to keep equipment in first class operating condition at all times. Other first class operator employes seldom have occasion to do more than make necessary meter readings and log entries which we believe any man of average intelligence could do. Usually, when trouble occurs it is necessary to call in the chief engineer who has had more training and experience in order to have proper adjustments made.

Robert M. Wallace, managing director of WOHS Shelby, N. C. (250 w day, 730 kc), wrote in support of the proposal:

I am being continually contacted by radio stations in this area for assistance in locating first class operators. At the present time the operators here are helping by parttime work to keep on the air a station in a city 20 miles away. I know of at least five radio stations in this area in need of one or more operators.

I am chairman of a committee of the North Carolina Assn. of Broadcasters now working with North Carolina State College to set up a school to train operators. We hope to have this school started at the beginning of the scholastic year in September. This committee, however, is of the opinion that even with this school in operation, we will be unable to fill the need for operators under the present rules and regulations. This will be due in a large measure to the increased demand for operators brought on by the influx of television stations.

Hudson C. Miller Jr., manager of WKUL Cullman, Ala. (250 w, 1340 kc), wrote FCC:

WKUL is one of your smaller stations and I would like to point out to you that in my opinion we can do a much better public service if we are not required to have more than one first-class engineer. We operate with combination engineer-announcer. This will permit us to hire a much more qualified announcer. As you know, a tremendous amount of time is spent in getting a first-class ticket by memorizing the necessary material to pass the test and then to hire themselves out to a station at a higher rate of income to them and higher cost to us. These announcer-engineers know nothing about the engineering end of radio except how to read the meter and fill in the log. During all these years I have never known one other than our chief engineer who could even change a tube properly. When anything goes wrong with the transmitter they have always had to call the chief engineer.

Douglas Featherstone, president and treasurer of WCRS Greenwood, S. C. (250 w, 1450 kc), wrote that the requirement that only first class technicians can stand transmitter watch "appears to us now to be economically wasteful and injurious to stations who are desirous of doing quality broadcasting." Economies allowed in transmitter operation "would be diverted into improved program services," he contended, if FCC adopted the relaxation proposal.

Earl Hodges, engineer at Batesville, Ark., suggested the engineer "shortage" could be reduced by requesting all first class operators to register with their local employment office when they are available. He also would require stations to give detailed accounting of their efforts to acquire first class men, "which must include a canvass of U. S. employment offices in their areas," and would have stations "submit the salary or wages asked by any prospective first class licensees and the offer made by the station."

Don E. Johnson, KOIL Omaha, who termed himself "a worried transmitter engineer," opposed the NARTB petition on grounds the stations "are not interested in rendering a better public service but in cutting costs."

J. A. Brimmer, chief engineer of WLBE Leesburg, Fla., urged FCC to adopt more strict rules. He agreed remote operation would save money in the long run but pointed out a transmitter must be observed to see if it is running correctly.

"You can't depend absolutely on any form of metering to do this. A transmitter would burn up before anybody would know it," he said. He felt increased work on installation and upkeep of remote operated equipment would tend to offset any saving on payroll.

Boyd Protest

Harry R. Boyd, Louisville, an operator for 15 years, in his protest to FCC took note of the CLOSED CIRCUIT [B•T, June 9] which reported an employment firm has noted engineers are going into the set servicing field for $1.80 an hour in lieu of broadcasting's $1.10.

"There is no shortage of licensed men," he wrote, "there is just a shortage of men who don't want to work for less than a day laborer's wages. . . . This is a time when kids come out of high school and start at $50 a week as store clerks."

He asked that requirements be raised instead of lowered, suggesting a special license for chief engineers. He would require a man to serve three years before being qualified to take the chief engineer's examination.

Lewis C. Sherlock, Denver, stated he believes the U. S. Employment Service "classifies the field as overcrowded. The constantly increasing number of outstanding regular licenses also rules out any possibility of a shortage."

Acton Tillery, chief engineer of KTRC Santa Fe, N. M., protested the proposal. He wrote:

In my opinion entering the meter readings in the log is not a mere clerical function. It's to keep the operator continually informed as to the condition of the equipment as to whether the equipment is operating properly or as to whether a breakdown is imminent. Only a proper understanding of the meanings of the

WSYR's Local Radio Sales

UP 39%

For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash registers ringing.

National Spot Advertisers

TAKE NOTE

Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE
NBC Affiliate
570 KC
WSYR-AM-FM-TV
The Only Complete Broadcast Institution in Central New York

WARD in Johnstown is TOPS

—for the Listener

—for the Advertiser

in Central Pennsylvania Market.

1st RATINGS RESULTS RENEWALS

WARD

CBS RADIO NETWORK

WEED & CO., Representative

2nd MARKET IN WESTERN PENNSYLVANIA

various meter readings will insure a safe, economical and efficient operation.

William E. Bennis Jr., Washington consulting engineer, told FCC the proposed rule changes would reduce the standard of technical operation. He pointed out:

Operation of broadcast transmitters trains a pool of technicians that can be "borrowed" if national defense needs become more important than the best operation of broadcast stations.

First class operators are available where the salary and working conditions are commensurate with their responsibility. Good combination operator-announcers are scarce; however, such a position requires a person with two talents.

Perhaps the creation of a new class of operator, a practical technician, that can operate any broadcast station under the supervision of a first-class operator might be needed.

Typical of the protests are these highlights taken from engineers' letters by the IBEW headquarters in Washington:

. . . This ill-disguised proposal for "remote" operation is really a proposal for unattended operation, which is directly contrary to the FCC's rules and attitude in the past. The fact is that transmitter tubes and components are critical materials. How anyone can possibly assume that complete lack of attention to the finer points of the conservation of those materials in the transmitters could be either in the public or private interest is beyond me. . . .

. . . It may be that the operation of modern transmitters is possible by remote control, but from the standpoint of reliable operation in a time of crisis the proposed rules make no sense whatever. Anyone who is familiar with the problem of civil defense should certainly be violently opposed to unattended operation. . . .

. . . I have had personal experience with the operation of the now-defunct WSAI [Cincinnati] booster transmitter. We found that in spite of what appeared to be practical control circuits and good engineering practices, we had almost constant trouble. Even relatively simple circuits proved erratic: we could turn it on, but couldn't turn it off, or vice versa. . . .

. . . Remote operation of even the lowest power transmitter will degenerate to a sloppy, haphazard service to the listeners. To meter and control the operation, more and more "gadgets" can be added, but we will wind up with a more complicated operation than we now have. The Commission will have to revise its examinations to insure the public against "gadget" failure. . . .

. . . I am not opposed to technological progress but I can't agree with the proposal to license unattended operation. Our local FCC office admits that it can't police the present regulations. What will happen when unattended operation is allowed and even more monitoring and policing is necessary? . . .

. . . Automatic pilots are used on airplanes, but none will put their confidence in them completely. The broadcasters accepted the rules of the Commission when they got their licenses, why can't they stick to the rules now? . . .

TRANSISTORS

RCA Reports Advances

PROGRESS in transistor research which for the first time promises the use of transistors in VHF television, FM radio and point-to-point radio communications was reported last week by RCA.

The announcement that several developmental point-contact transistors were made to oscillate at frequencies well up in the 100-to-200 mc band and one at 225 mc was made by Dr. Charles B. Jolliffe, vice president and technical director of RCA. The highest frequency value previously achieved by transistors, according to published reports, has been 50 mc.

The transistor is still in the developmental stage. It consists of a speck of germanium crystal and fine contact wires and is no greater in size than a kernel of corn. It can perform many of the functions of electron tubes.

Dr. Jolliffe said that prior to the recent RCA experiments, transistors have been regarded as limited to relatively low-frequency applications in TV, FM radio, point-to-point radio communication and other electronic equipment for military and civilian use.

This latest development was accomplished by B. N. Slade, Transistor engineer of the RCA Tube Dept., RCA Victor Division, Harrison, N. J.

SHOW MUST, ETC.

WMSA, Quincy Howe Prove It

A SEVERE electrical storm played hob with but did not silence *America's Town Meeting* over ABC from Massena, N. Y., last week. Lights and power were cut off and heavy rains delayed the arrival of moderator Quincy Howe and two guest speakers—but the show went on.

The broadcast commemorated the sesquicentennial celebration of Massena and is likely to become a long-remembered event. Before the program got underway, the local committee safely ushered Mr. Howe and the guest speakers to the local movie house where *Town Meeting* program director Harriet Halsband had grappled successfully with another problem — re-establishing power. Since power at WMSA, Massena's ABC outlet, had failed, Miss Halsband had engineers hook up a battery and send the broadcast to WAGE Syracuse and thence over the network.

Rains did not prevent some 350 persons from attending the performance. They found their way to seats with the aid of flashlights and later participated in the question-and-answer period.

Commented moderator Howe after his in-the-dark appearance: "Maybe we should always work in the dark."

LONDON MISSION

Webster Heads U. S. Party

FCC COMR. E. M. Webster heads a group of government officials who will be in London for a July 9 conference with members of the British Commonwealth Communications Council on proposed modifications in the 1945 Bermuda Telecommunications Agreement. Comr. Webster flew to England ahead of the party, leaving June 20 in order to survey British marine radio systems, telecommunications and TV developments.

In addition to Comr. Webster, the U. S. group, which is slated to sail for England on the *United States* July 3, includes among others, T. H. E. Nesbitt, assistant chief of Telecommunications Policy Staff in charge of international communications, State Dept.; Jack Werner, FCC Common Carrier Bureau Chief; Marion Woodward, chief, FCC International Communications Div. The group is to return July 23.

KERG'S Coverage

GLEN M. STADLER, news analyst, KERG Eugene, Ore., is covering activities of the Oregon delegations to the Chicago political conventions. Mr. Stadler is recording interviews with delegates and sending them to KGAL Lebanon, KXL Portland and KGAE Salem.

Dept. Stores' Blue Monday

(Continued from page 26)

will break with another selling campaign to test the effectiveness of its "educational" campaign.

One result of this method of advertising has already become apparent. Traffic in the housewares department of the department store has shown a steady increase since the beginning of the test.

Whether attributable to the radio campaigns — there have been a dozen since late in March—or not, there is one seriously indicative note that has become apparent:

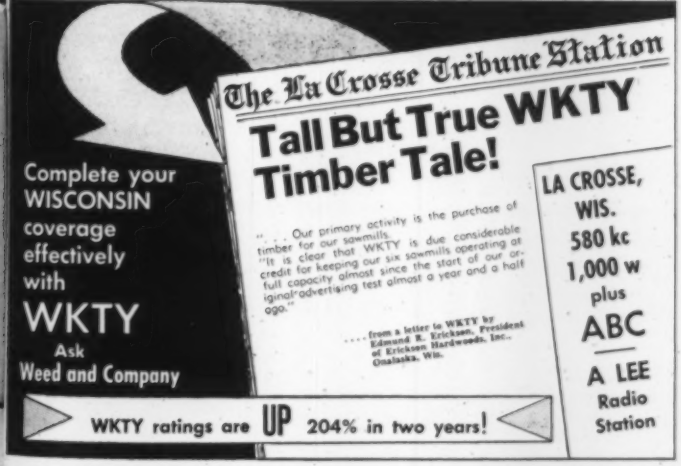
Pomeroy's total store-wide sales for the 10-day, pre-Easter season was $99,700, compared to $82,300 in the same 1951 period. This is a gain of 20.5%. Similar Allied stores in nearby markets showed increases of only 11% and 4.2% for the same period.

Federal Reserve Board reports on department store sales for the week ending April 5 showed a national increase over the previous period of 7%, and for the week ending April 12, increase of 11%. For the Philadelphia district, in which Pottsville is located, department store sales increased 13% for the week ending April 5, 3% for week ending April 12.

Results of all the tests are collated and published by Department Store Studies, c/o WPAM Pottsville, Pa. The studies include a description of the merchandise advertised, copies of announcements and scripts, a detailed analysis of costs and results. They cost $15 a month. Coordinating the entire program is Sam Cuff, radio-TV consultant to Allied Stores Corp.

Back in 1945, another Allied store was the guinea pig in a broad radio advertising study. Joske's of San Antonio, in conjunction with the Broadcast Advertising Department of NARTB (now separated and autonomous as Broadcast Advertising Bureau), conducted a lengthy study of "beamed" radio advertising—sponsoring programs directed at specific segments of the listening audience.

The study being conducted by Pomeroy's is a continuing one and is envisaged as the most complete and up-to-date test of radio advertising for department stores.


Complete your WISCONSIN coverage effectively with WKTY
Ask Weed and Company
The La Crosse Tribune Station
Tall But True WKTY Timber Tale!
". . . Our primary activity is the purchase of timber for our sawmills. "It is clear that WKTY is due considerable credit for keeping our six sawmills operating at full capacity almost since the start of our original advertising test almost a year and a half ago."
. . . from a letter to WKTY by Edmund R. Erickson, President of Erickson Hardwoods, Inc., Onalaska, Wis.
LA CROSSE, WIS. 580 kc 1,000 w plus ABC
A LEE Radio Station
WKTY ratings are UP 204% in two years!

FINAL TV ALLOCATIONS REPORT

Extra copies of this 196-page printed report available at $3.00 each.

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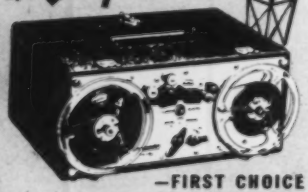

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FCC actions

JUNE 20 THROUGH JUNE 26

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 83.

June 20 Applications . . .

ACCEPTED FOR FILING

Change Transmitter Location

WPRT Prestonsburg, Ky.—Mod. CP which authorized new AM to change trans. location and type of trans.

AM—1380 kc

WACB Kittanning, Pa.—CP to increase power from 500 w to 1 kw.

Renewal of License

WLOK-FM Lima, Ohio — Requests renewal of license.

Change ERP

WMCF (FM) Memphis, Tenn.—Mod. CP which authorized change in existing FM to change ERP from 330 to 325 kw; ant. height above average terrain from 430 to 476 ft.; overall height above ground from 729 to 746 ft.

TENDERED FOR FILING

Changes in DA

WISH Indianapolis, Ind. — CP to change DA system and move trans. location 450 ft. southeast of present site.

APPLICATION RETURNED

KBOX Modesto, Calif.—RETURNED voluntary transfer of control of licensee corp. from G. A. M. Lynch, Cecil Lynch and Harold Bowen, to Ralph M. Brown, William Brown and Milton Hibdon.

APPLICATION DISMISSED

WERL E. Rainelle, W. Va.—DISMISSED voluntary assignment of CP to Marvin I. Thompson.

June 20 Decisions . . .

BY COMMISSION EN BANC

Renewal of License

Following stations were granted renewal of licenses on regular basis:

KDRS Paragould, Ark.; KTHT Houston, Tex.; KWAL Wallace, Ida.; KWCB Searcy, Ark.; KWHN Ft. Smith, Ark.; WACR Columbus, Miss.; WCAT Rapid City, S. D.; WCFV Clifton Forge, Va.; WFMB (FM) Mayodan, N. C.; WGVM Greenville, Miss.; WHOC Philadelphia, Miss.

June 23 Applications . . .

ACCEPTED FOR FILING

License for CP

KBLA Burbank, Calif.—License for CP which authorized new AM.

WQXI Atlanta—License for CP which authorized change in power, hours, installation of DA-N and change in trans. and studio location.

WBBZ Ponca City, Okla.—License for CP which authorized change in trans. and studio location.

Extension of Completion Date

KMYC Marysville, Calif.—Mod. CP which authorized change in facilities for extension of completion date.

Changes in DA

KGDM Stockton, Calif.—License for CP which authorized changes in DA.

License for CP

Change ERP

WCPO-FM Cincinnati—CP to change ERP from 10 to 12.5 kw; ant. height above average terrain from 650 to 585 ft.; overall height above ground from 560 to 545 ft.

Renewal of License

Following stations request renewal of license:

KFSA-FM Fort Smith, Ark.; WDUN-FM Gainesville, Ga.; WOMI-FM Owensboro, Ky.; WKYC (FM) Paducah, Ky.; WIBM-FM Jackson, Mich.; WOAP-FM Owosso, Mich.; WFMJ-FM Youngstown, Ohio.

June 23 Decisions . . .

BY BROADCAST BUREAU

Extension of Completion Date

WJEF-FM Grand Rapids, Mich.—Granted mod. CP for extension of completion date to 12-27-52.

KECC Pittsburg, Calif. — Granted mod. CP for extension of completion date to 9-1-52.

WSLM Salem, Ind.—Granted mod. CP for extension of completion date to 8-26-52.

WDMJ Marquette, Mich. — Granted mod. CP for extension of completion date to 8-15-52.

Change Studio Location

KSPO Spokane, Wash.—Granted license covering change in studio and trans. locations.

Change Operating Hours

WTCH Shawano, Wis.—Granted license covering change from D to unl. and installation of DA-N.

Modification of CP

WPRE Prairie du Chien, Wis.—Granted mod. CP for approval of ant., trans., and main studio location, and change type of trans.

WDWD-FM Dawson, Ga. — Granted mod. CP to make changes in type of trans. and to extend commencement and completion dates from 2 and 8 months respectively from date of grant.

Change Antenna System

WKOV Wellston, Ohio — Granted mod. CP to make changes in the ant. and ground system.

WHLN Harlan, Ky.—Granted CP to make changes in ant. and ground system.

WNVA Norton, Va.—Granted CP to make changes in the ant. and ground system.

FM—101.1 mc (Ch. 266)

WCBS-FM New York—Granted license covering changes in existing FM: 101.1 mc (Ch. 266), 1.5 kw 1,270 ft.

Cancel License

KWLK-FM Longview, Wash.—Granted request to cancel license and delete FM.

Change Transmitter Location

KTFS Texarkana, Tex.—Granted CP to change trans. and main studio location.

June 24 Applications . . .

ACCEPTED FOR FILING

License for CP

WKAB Mobile, Ala.—License for CP which authorized installation of new automatic frequency control equipment.

WORZ-FM Orlando, Fla.—License for CP which reinstated expired CP which authorized new FM.

Modification of CP

WTUS Tuskegee, Ala. — Mod. CP which authorized new AM to change type of trans.

Extension of Completion Date

KMYC-FM Marysville, Calif.—Mod. CP which authorized changes in existing FM for extension of completion date.

Renewal of License

Following stations request renewal of license:

WMLL (FM) Evansville, Ind., and **WXNJ (FM) Plainfield, N. J.**

Increase ERP

WCTN (TV) Columbus, Ohio—CP to increase ERP from 6 kw vis. 3.25 kw aur. to 100 kw vis. 50 kw aur.

TENDERED FOR FILING

AM—1550 kc

WHBS Huntsville, Ala.—Mod. CP to change from 1 to 5 kw-D and change type of trans.

Modification of License

WCMB Lemoyne, Pa.—Mod. of license to specify station location at Harrisburg and Lemoyne, Pa. and add additional main studio at Harrisburg.

June 24 Decisions . . .

ACTIONS ON MOTIONS

By Comr. Frieda B. Hennock

WTOD, The Toledo Blade Co., Radio Corp. of Toledo, all of Toledo, Ohio, and The Rural Bcstg Co. of Ohio, Oak Harbor, Ohio.—Granted joint petition for extension of time to August 4, within which to file exceptions to the initial decision in this proceeding.

By Hearing Examiner

Elizabeth C. Smith

Desert Radio and Telecasting Co., Palm Springs, Calif.—Granted petition to amend application to change frequency requested from 1230 to 1450 kc and to remove application, as amended, from hearing docket.

By Hearing Examiner Fanny N. Litvin

The Heart of the Black Hills Station, Rapid City, S. D.—Granted motion for continuance of hearing in pro-

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DOuglas 2-2530 *DUnlap 8-4671*

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eeding re application from June 24 o September 22, at Washington, D. C.

une 25 Applications . . .

ACCEPTED FOR FILING

License for CP

KPOC-FM Pocahontas, Ark.—License or CP which authorized new FM.

WTOP-FM Washington—License for P which authorized changes in existing FM.

Change Antenna Height

WRAL-FM Raleigh, N. C.—CP to change ant. height above average terrain from 325 to 407 ft.; overall height above ground from 354 to 536 ft.

Change ERP

WCAC (FM) Anderson, S. C.—CP to change ERP from 41 to 52 kw; ant.

(Continued on page 83)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

We have openings for two district sales managers—one east of the Mississippi, the other west. Good for 5 to 10 thousand a year. These are newly created sales positions in our merchandising division. Single men with cars preferred because of extensive traveling. Contact F. P. Kendall, Executive Vice President, National Research Bureau, Inc., Chicago 10, Illinois.

Salesmen

Sales engineer under 35 for broadcast equipment sales. National organization. Excellent products. Middle west. Some travel. TV experience desirable but not necessary. Replies confidential. Box 474P, BROADCASTING • TELECASTING.

Sales manager to join group rehabilitating station. Incentive bonus and participation in ownership. Box 492P, BROADCASTING • TELECASTING.

Mountain area network affiliate in a sales management "preferred" area wants experienced salesman capable of being commercial manager and assuming additional responsibilities. Permanent. Established organization desires to advance the man selected. Include picture, references in letter to Box 538P, BROADCASTING • TELECASTING.

Young, experienced salesman with production ideas for 10 kw southwestern network affiliate; $45 week plus commission and car allowance. Submit photo with reply. Box 550P, BROADCASTING • TELECASTING.

Salesman-announcer. Old Dominion station offers fine opportunity for man in early 30's who is capable and experienced in radio sales and announcing. Seventy-five weekly to start. Box 552P, BROADCASTING • TELECASTING.

CBS station in highly competitive southeastern city will add one salesman to present staff. Rumuneration on commission basis with adequate draw. Write in full giving references and experience. Box 553P, BROADCASTING • TELECASTING.

Salesman, One station market, 15,000. Midwest. Salary open. Full particulars, please. Box 544P, BROADCASTING • TELECASTING.

Salesman or announcer-salesman. 250 watt east central network affiliate. Rush references, full information. Box 558P, BROADCASTING • TELECASTING.

Experienced salesman: 15 percent commission. $50 weekly guarantee for first 60 days. Unrestricted, protected prospects. Must have car. Angus D. Pfaff, WNMP, Evanston, Illinois.

Announcers

Experienced announcer-engineer. Seventy-five start. Upper midwest. Box 26P, BROADCASTING • TELECASTING.

Good announcer who has experience at copywriting, Pennsylvania independent. Send full resume experience, plus audition, photo and sample copy. Box 289P, BROADCASTING • TELECASTING.

Regional station in upstate New York with application filed with FCC needs qualified transmitter engineer full-time. Fine opportunity with progressive station if you have what it takes. Forty hour shift, good working conditions. Write Box 394P, BROADCASTING • TELECASTING.

Minnesota station wants announcer able to handle traffic work. Must be good typist. Car necessary. Possibility of working into program director. Good salary. Box 395P, BROADCASTING • TELECASTING.

Announcer with superior voice, interviewing ability, for station in important Texas market. Box 485P, BROADCASTING • TELECASTING.

Good announcer with first ticket. $65. to start—fast ups. Inland California net affiliate. Box 489P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Announcer. Midwest daytimer, city, 15,000. Start $45, $50 in three months. Full particulars, please. Box 545P, BROADCASTING • TELECASTING.

3 experienced engineer-announcers, heavy on announcing. $75 per week, permanent to right men. Commercial manager. For north Louisiana station. Radio Station KLIC, Monroe, La.

Combo night 42-hour week, $70.00 with quick advancement for ambitious man, two weeks vacation, fully airconditioned plant, congenial staff, live South Carolina town and company. Announcing must be good. Box 579P, BROADCASTING • TELECASTING.

Opening for experienced announcer at 1000 watt daytime independent. Must be good on news, commercial and DJ programs. Send complete information and disc to WDBL, Springfield, Tenn.

Deep-voiced, professional announcers around August 1. Prefer combos. Other personnel needed. New station near Louisville. WSLM Salem, Indiana.

Announcer-engineer wanted. South Georgia Mutual network station wants experienced announcer-engineer who can operate board and tables. $70.00 a week. WVOP, Telephone 327, Vidalia, Georgia.

Wanted: Staff announcer who can also do good newscast. Please send all information, including salary requirements to KFBB, Great Falls, Montana.

Wanted—Combination man for night shift, emphasis on announcing. $75.00 weekly. Walt Gaines, WIEL, Elizabethtown, Ky.

Announcer—1st class engineer and announcer-salesman. Prefer capable sportscaster. 250 watt fulltime. Rent somewhat higher than average. Salary also higher. Located in middle of excellent hunting and fishing country. Wonderful climate. Announcer-engineer salary starts at seventy-five or better. Announcer-salesman salary plus commission. Call 789 or write Box 1117, Farmington, New Mexico.

Technical

KPET, Lamesa, Texas, has a good job for engineer-announcer. Call, write or wire collect.

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

First class engineer, key position. $75.00, forty-four hour week. State availability. Box 192P, BROADCASTING • TELECASTING.

Network affiliate, 1 kw, to employ five first phone engineers to announce AM schedule, combo men, $400 per month if experienced. Live in ideal small town bordering large metropolitan area in Illinois. Write full details Box 398P, BROADCASTING • TELECASTING.

Engineer diligent and dependable. South Texas city. Box 486P, BROADCASTING • TELECASTING.

Chief engineer wanted by South Carolina 1000 watt daytime station. Must be able to do some announcing. Good Salary. Box 523P, BROADCASTING • TELECASTING.

Engineer-announcer for Mutual station near Atlanta. Salary open. Box 546P, BROADCASTING • TELECASTING.

Engineer-announcer at 250 watt east central network affiliate. Announcing experience desirable but not essential. Box 557P, BROADCASTING • TELECASTING.

Combiation man - Good working conditions in AM-FM installation North Carolina. Box 568P, BROADCASTING • TELECASTING.

Immediate opening for first class engineer. No experience necessary, no announcing. KVOP, Plainview, Texas.

First class engineer wanted immediately. Experience not necessary. Good pay and good working conditions. WBBP and WBBP-FM, Forest City, North Carolina.

Help Wanted (Cont'd)

Engineer, Daytimer. Write or wire Wallace Werz, Chief, KXGI, Fort Madison, Iowa.

First class engineer needed immediately for daytime station, WAPF, McComb, Miss.

Michigan station has immediate opening for first class engineer. No announcing required. Annual bonus and paid vacation time. Send complete qualifications to Chief Engineer, WHFB, Benton Harbor, Michigan.

Engineer-announcer. Starting salary $70.00 per week WIRB, Enterprise, Alabama.

Immediately; experienced combination man. Air work important. Salary excellent. Send recording. Contact Manager, WITZ, Jasper, Indiana.

First class engineer. Control board and recorder experience necessary. WKRM, Columbia, Tennessee.

Immediate opening for two first class phone operators in a new 5,000 watt station. Consider inexperienced man; starting salary $65.00 for 48 hours. Wire or telephone Stuart G. Odell, General Manager, WVOW. Logan, W. Va.

First phone transmitter operator. WSYB, Rutland, Vermont.

Engineer-announcer for 250 watt Mutual station in Statesboro, Georgia. Nice college town, living conditions reasonable, good salary, job open August 1st. Want man who would like to settle in town, not a drifter. Write full particulars to R. H. Thompson, WWNS, Statesboro, Georgia.

Production-Programming, others

Newsman—Gather, edit, write news. Some announcing. $300.00 per month, plus mileage. Photo, audition, required. Box 424P, BROADCASTING • TELECASTING.

Experienced radio bookkeeper needed by Texas station in beautiful resort city. Box 484P, BROADCASTING • TELECASTING.

Newsman. Must have experience in gathering and writing local news to join topnotch news staff. Top 5 kw Mutual station. Send full background, photo, tape. Box 502P, BROADCASTING • TELECASTING.

Continuity writer, women's feature announcer. Ambitious, serious. Send disc, sample and photo to Box 539P, BROADCASTING • TELECASTING.

Male copywriter with some announcing experience, to work one hour early morning, hillbilly type show. Permanent offered position. KBOA, Kennett, Missouri.

Experienced copywriter. Excellent opportunity. Please send samples, salary required, full resume in first letter. KENT, Shreveport, Louisiana.

Chief copywriter. Permanent. Send snapshot and samples. WEAT-NBC. P. O. Box 421, West Palm Beach, Florida.

Progressive northwestern Ohio station wants man to take over local news operation. Send photo, disc and references to Dave Lee, WLOK, Lima, Ohio.

Sales promotion manager. Bright, aggressive young man with sales promotion experience, for WTOP, The Washington Post-CBS Radio and Television stations, Warner Building, Washington, D. C. Pleaase reply Attention: Mr. Richardson, giving full details and salary range.

Situations Wanted

Managerial

Successful manager with many years of experience—all phases radio—desires managerial position in state or vicinity of Texas only. Box 565P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Experienced, capable manager, presently employed, desires return to west coast. Radio pioneer with proven ability in sales, programming and managing in markets up to 500,000 population. Years of mike work in sports, news, special events. Family man age 43, good health. Adequate references. Box 537P, BROADCASTING • TELECASTING.

Manager. Three years present station. Excellent sales background. Not a desk sitter, but a hard hitting sales producer. Started from bottom. Know all departments. First class license. Combination announcer-engineer to network engineer to manager. Married, sober. Industry, personal and bank references. Western states only. Box 555P, BROADCASTING • TELECASTING.

Young, aggressive radio executive experienced in station operation desires manager position small station. With sound programming, live-wire sales and efficient outlet personnel management, can make profitable operation. Successful record. Would like affiliation at station with challenge and opportunity. Box 562P, BROADCASTING • TELECASTING.

Seeking step-up to general managership. Thoroguhly familiar with all phases of successful radio, program and saleswise, plus accounting and business background. Box 563P, BROADCASTING • TELECASTING.

Salesmen

Experienced salesman, producer, announcer, merchandiser. Adult, family, now employed, not afraid competition, wants to work for station that needs money. Fifteen percenters—don't answer. Box 564P, BROADCASTING • TELECASTING.

Top level radio sales executive, local, network experience, seeking radio or TV sales management or general managership opportunity. Married, 38, hard, consistent, solid worker having nationwide contacts with agencies. College graduate, business administration. Over $500,000 in sales last twelve months. Well known in radio circles. Suggest immediate contact. Box 573P, BROADCASTING • TELECASTING.

Announcers

Staff announcer with thorough experience, major markets. Emphasis on news. Seeks spot with solid station offering good future. Box 506P, BROADCASTING • TELECASTING.

Announcer desires permanent position with growing station. Superior, mature voice. Very strong on news, capable DJ. 3 years educational FM, commercial AM experience. College graduate, draft exempt veteran. Prefer North Atlantic states area. Disc and brochure on request. Box 525P, BROADCASTING • TELECASTING.

20 years radio. Year television. Have announced and produced top network shows. No prima donna or drifter. News, MC, disc jockey. Seeking permanent position. Best references. Tape, letter and picture on request. Available within two weeks. Box 526P, BROADCASTING • TELECASTING.

Disc jockey with first class license, very experienced. Wants permanent situation as DJ personality. Immediate. Box 529P, BROADCASTING • TELECASTING.

Announcer: first phone. Veteran, married, family. Wants permanent location mountains, good hunting, fishing. College—fifteen months experience—references. Presently employed. Box 543P, BROADCASTING • TELECASTING.

Announcer. Married veteran, now employed. Desires position Virginia, North Carolina. Box 547P, BROADCASTING • TELECASTING.

Colored disc jockey, newscaster, announcer and expert control board operator, with talent and extra personality. Experience on New York stations. Single, free to travel. Resumé-audition disc available upon request. Box 548P, BROADCASTING • TELECASTING.

Announcer-newsman: Three years last position. Late night shift acceptable. Appreciate opportunity with small operation offering long range plan. Responsible, draft exempt. Box 554P, BROADCASTING • TELECASTING.

Newsman-AM-TV. Proven commercial record. Mature, authoritative delivery. Professional editing, re-write. References. Available three weeks notice. Box 567P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

you're reading the ads? Then you ust be looking for someone to fill certain niche. Well, I've an itch fill that niche. Seven years experi- ce AM announcing-DJ-newscasting, o years television directing. Tal- ted special events, acting, writing, oducing, teaching. Seek assignment ith non-stuffy, progressive station. ox 577P, BROADCASTING • TELE- ASTING.

eteran, 24, wants announcing, small orts-minded station, midwest. Disc vailable. Little experience, but 100% nscientious. College and SRT grad- te. Box 578P, BROADCASTING • ELECASTING.

nnouncer, staff, experienced. Write opy, handle board. Prefer eastern rea. Box 569P, BROADCASTING • ELECASTING.

nnouncer, staff, experience. Desires onnection with progressive operation Florida. Box 570P, BROADCAST- NG • TELECASTING.

nnouncer - writer: Formerly college peech instructor, 25, experienced adio-journalist-special events, exten- ve sports coverage, heavy production ackground. NBC-TV writing, direct- g, training. Box 573P, BROAD- ASTING • TELECASTING.

xperienced announcer, MC; strong on usic, news, sports. College graduate, , single, Veteran. Prefer northeast. homas R. Quain, 196 Wyoming venue, South Orange, New Jersey. elephone-South Orange 2-4733.

ompetent staff announcer; board and ll phases: DJ and news; 11 years ex- erience; married. Write or wire Phil mith, 620 W. Broadway, Rockwood, enna.

Technical

hief engineer with 12 years experi- nce in construction and maintenance 250 to 5000 watt AM-FM transmitting quipment. Also on all types studio nd recording equipment. Married, 35, amily. Permanent position desired. Will locate anywhere. References and nterview furnished. Available im- ediately. Box 475P, BROADCAST- NG • TELECASTING.

nnouncer—First license. Good voice uality. Seventy-five weekly minimum. ox 531P, BROADCASTING • TELE- ASTING.

hief engineer. Twelve years in radio, even years broadcast experience. TV raining. Consulting radio engineering ith extensive directional experience. esire change to progressive station. 0,000. Full particulars in first letter, lease. Box 534P, BROADCASTING • ELECASTING.

ngineer experienced with first phone. ight years experience AM and FM. refer Virginia, West Virginia or ennessee. Married, mature and draft xempt. Box 535P, BROADCASTING • ELECASTING.

adio operator first class. No experi- nce. 3 years schooling including TV nd radio service and repair. Desires osition with radio broadcasting sta- ion. Box 549P, BROADCASTING • ELECASTING.

irst phone. No station experience. echnical school graduate. Married. eteran, Age 31. Box 551P, BROAD- ASTING • TELECASTING.

irst phone, veteran, draft exempt, ingle, 3 years electronics schooling. o announcing. Box 560P, BROAD- ASTING • TELECASTING.

irst phone, two years experience. refer southern states. Family. Box 61P, BROADCASTING • TELECAST- NG.

adio operator. First class license. o experience. 3 years schooling, in- luding TV, radio service, repair. De- ires position with radio broadcasting tation. Box 571P, BROADCASTING TELECASTING.

adio telephone operator. First class icense. No experience. 3 years chooling including TV & radio serv- e and repair. Desires position with adio broadcasting station. Box 572P, ROADCASTING • TELECASTING.

adio engineer; three years experi- nce, veteran, references. Available mmediately. T. L. Gunter, 805 S. Washington, Greenville, Mississippi.

ummer replacement. First phone, ack Pugsley, 306 W. 58th St., New ork City.

xperienced transmitter operator vailable. Requirements? Lewis Sher- ock, General Delivery, Denver, Colo- ado.

Situations Wanted (Cont'd)

Production-Programming, Others

News director available immediately. Top local news reporting, special events, documentaries. Box 472P, BROAD- CASTING • TELECASTING.

Versatile girl. Radio and TV. Box 507P, BROADCASTING • TELECAST- ING.

Girl continuity writer, office work, an- nouncing. Excellent references. Box 527P, BROADCASTING • TELECAST- ING.

Producer-writer for net and indie AM and TV, radio-TV personality. Actor- director legitimate stage, national ad agency association. Young ex-service- man seeking permanent relocation. Box 528P, BROADCASTING • TELE- CASTING.

Experinced newsman desires work in city 50,000 population or over. Now employed as radio news editor. Local news and wire copy but no air work. University B.A. Degree. Box 556P, BROADCASTING • TELECASTING.

Production supervisor. 2 years NBC- TV, New York. Qualifications on request. Box 574P, BROADCASTING • TELECASTING.

Television

Salesmen

TV stations only. Young (31) man with seven years of sales success in post- war and prewar radio, single station. Now wants to progress with television. Box 524P, BROADCASTING • TELE- CASTING.

Production-Programming, others

TV newsreel pioneer is looking for connection major market. Compre- hensive background includes five years TV camera work with leading TV network station. Also supervise all phases of producing TV news show. Have won several awards in TV field. Excellent references from industry leaders. Try Box 504P, BROADCASTING • TELECASTING.

Young man with 18 months excellent TV production training needs actual experience anywhere. Box 559P, BROADCASTING • TELECASTING.

For Sale

Stations

West coast FM now on air. Ideally situated for regular or special service broadcasting. Box 508P, BROADCAST- ING • TELECASTING.

Western station. Independent. 250 w; no competition. $40,000. Good terms to good operator. Box 533P, BROAD- CASTING • TELECASTING.

Equipment, etc.

Two new GE 3 kw FM amplifiers; one GE 250 watt exciter. All export packed. Very reasonable. Box 384P, BROAD- CASTING • TELECASTING.

Two Radio Music VL-1D vertical pickup assemblies complete with spare head. Never been used. Brush BK-403 tape recorder Lingo antenna 194' 9" com- plete with guys, lighting equipment, and tuning unit. Box 448P, BROAD- CASTING • TELECASTING.

Steel tower, 110 feet, zinc coated. Can be extended to 185 feet cheaply. New condition — immediate delivery. Box 536P, BROADCASTING • TELECAST- ING.

Transmitting tubes to the high dollar. 3-810, 2-813, 2-807, 1-872. All standard brands never out of cartons. Box 530P, BROADCASTING • TELECASTING.

Tower, 180 feet. Truscon self-support- ing with insulators, hardware and lights. Brand new and a bargain. Box 540P, BROADCASTING • TELECAST- ING.

Complete one kilowatt station equip- ment priced for immediate sale. RCA equipment in service less than four years. Also complete directional array with four Wincharger towers, coax line and phasing equipment. KROC, Roches- ter, Minnesota.

New, complete M.M. Cole transcription library. $190.00 . . . you pay shipping. KTAC, 2715 Center Street, Tacoma, Washington.

500 feet Andrew type 452 - 3⅛" coaxial line new, crated. Three type 1452 ex- pansion joints; four type 1052 90° elbows; twelve type 1752-3 support brackets; twelve type 2352-3 insulated mounting brackets and other Andrew fittings all new in original crates. For prices write: Herbert H. Eckstein, Technical Director, WCAN, 723 North Third St., Milwaukee, Wisconsin.

For Sale (Cont'd)

One 640AA condenser microphone and RA-1095 amplifier equipped with plug, cable and suspension ring-$350.00. WJR, Detroit.

RCA BFO, 68-B $275.00. RCA dist. & noise meter, $325.00. Presto model "Y" disc recorder, mounted in cabinet, $400. All excellent condition. WPAG, Ann Arbor, Michigan.

Stainless 200 foot tower. $1200 prepaid. Excellent condition, two years use. WPAW, Pawtucket, R. I.

Wanted to Buy

Stations

Station in south wanted. Preferably in Tennessee or Kentucky. Tell all in first letter. Box 541P, BROADCAST- ING • TELECASTING.

Equipment, etc.

Wanted, used FM equipment in good shape. Send information to Radio Sta- tion WFRC, P. O. Box 990, Reidsville, N. C.

Used equipment: Frequency monitor, modulation monitor, limiting amplifier, pickups, turntables, coax line. WMAM, Marinette, Wisconsin.

Miscellaneous

Anyone knowing Jack Delahunt A.K.A. Jack Bell's address, please write to Box 542P, BROADCASTING • TELECASTING.

Commercial crystals and new or re- placement broadcast crystals for Bliley, Western Electric, RCA holders, etc., fastest service. Also monitor and fre- quency measuring service. Eidson Elec- tronic Co., Temple, Texas, phone 3-3901.

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Holly- wood 28, California.

Help Wanted

Managerial

COMMERCIAL MANAGER

for a 1000 watt clear channel in market of 251,000. Sell Farm-City approach at a good guarantee against 15%. Ready to turn over $3500 billing. TV applicant. 576P, BROADCASTING • TELECASTING

Technical

CHIEF ENGINEER

Capable and experienced Chief Engineer for 1000 watt directional AM station in large southern city. Must know all de- tails transmitter and station operation and maintenance.

Have application pending for TV with excellent chance for early grant. Chief will be sent to television school at our expense and will then head our entire television and broadcast setup.

We want a keen young man not over thirty-eight (38) who is willing to start at a reasonable salary of $4200.00 annual- ly, plus yearly bonus . . . with a view to advancement and a real future in the broadcast business. Give complete details of your education and experience, plus picture in first letter. Box 532P, BROAD- CASTING • TELECASTING.

Operating engineers wanted for defense radio project. Four station chief engineers, four transmitter supervisors, four receiver super- visors, 16 transmitter operators, 16 receives operators. Radio telegraph, radio telephone or advanced amateur license desired but not necessary. Salary, $6,000 to $9,000, per diem, travel expenses. E. C. Page, Consulting Radio Engineers, 600 Bond Building, Washington, D. C.

(Continued on next page)

EXPERIENCED BROADCASTERS NOW AVAILABLE

BOB DOELICKE: The small station's Tony Marvin. Terrific newscaster-announcer. Formerly 1 yr. GANG-BUSTERS; commercials for Palmolive Shave Cream; vocalist with Inter-Fraternity Glee Club . . . Coached & participated in Military Service sports programs. STRONG ON: NEWS SPORTS, TV Production & Film Editing. TAPE OR DISC.

HARRY BALDWIN: announcer - newscaster-program director: Formerly: 3 years WMS—Mass. as announcer, scripter & music director. Educated at Mercersburg Academy; Williams College; Cincinnati Conservatory of Music. Strong on all types of musical programs and continuity. Good DJ, boardman and interviewer. TAPE OR DISC.

JIM RAYMOND: Announcer-DJ with a breezy easy-to-listen-to style. RED is the effervescent-type announcer who wins friends and audiences fast. Creator of "Raymond's Record Room," and other good disc shows. Strong on NEWS, CONTINUITY & PROGRAMMING. DISC OR TAPE AVAILABLE.

TONY WARREN: Formerly with WTNS' Telephone Quiz Shows and Platter Party is extremely strong on special events and DJ programming. PD's will like his news delivery and savvy for continuity. Take advantage of his TV knowledge and Telecine Production for your future AM-TV setup. TAPE OR DISC.

JERRY CARDON: Here's a good-looking announcer with a tremendous resonant voice. Formerly with three Broadway musicals and the L.A. Civic Light Opera this "boy" knows and reads music, sings and can create programs that sponsors buy. You'll find him strong on NEWS; interviews; and record shows. TAPE OR DISC.

LEE SMALL: Take your choice Lee is a good announcer actor, newsman, DJ, and all 'round TV programmer. While he does your AM work he'll help your TV operation as floormanager, film editor, cameraman or director. He's been a free-lance agency announcer and turns in a remarkable pitch job. TAPE OR DISC.

Write or Wire
Dexter Hall

SRT
SCHOOL OF RADIO TECHNIQUE
R.K.O. Bldg. Radio City, N.Y. 20, N.Y.
PLaza 7-2211

SRT men and women are employed in broadcasting stations all over the United States

XUM

BALLARD APPOINTED

Sales Manager at KGNC

JOHN BALLARD has been appointed sales manager of KGNC Amarillo, Tex., it has been announced. He was associated previously with the station for eight years.

From 1944 to 1951, he served the Nunn Stations as national advertising manager. He formerly was general manager of KFDA Amarillo.

RTMA (Canada) Elects

OFFICERS ELECTED for 1952-53 of Radio-Television Mfrs. Assn., of Canada were A. B. Hunt, Northern Electric Co. Ltd., Montreal, president; C. A. Pollock, Dominion Electrohome Industries, Kitchener, Ont., vice president; J. R. Longstaffe. International Resistance Co. Ltd., Toronto, vice president; S. G. Patterson, Canadian Radio Mfg. Corp. Ltd., Toronto, vice president; E. Olson, Canadian Westinghouse Co. Ltd., Hamilton, chairman, engineering committee; G. B. Elliott, Canadian General Electric Co. Ltd., Toronto, chairman, service committee; and Stuart D. Brownlee, Toronto, executive secretary.

For Sale

BEAUTIFUL STRAND THEATER
Only theater in Brookfield, Illinois, a city of approximately 18,000, offered at
Public Auction
July 7, 2 p.m.
Real Estate and equipment offered separately.
Small Down Payment—Balance Monthly. Your prior inspection invited by appointment.
Write or Call: Leonard J. Schrader, Auctioneer, 509½ East Green Street, Champaign, Illinois

Employment Service

EXECUTIVE PLACEMENT SERVICE
We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.
HOWARD S. FRAZIER
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

4-A COMMITTEES

Silvernail, Craig Appointed

FRANK G. SILVERNAIL of BBDO, New York, was named last week to head the American Assn. of Adv. Agencies' 1952-53 standing committee on radio and television broadcasting, while Walter Craig of Benton & Bowles, New York, was appointed chairman of the standing committee on radio and television production.

Harlow P. Roberts of Goodkind, Joice & Morgan, Chicago, was appointed vice chairman of the radio-TV broadcasting group and C. Burt Oliver of Foote, Cone & Belding, Hollywood, was named to a similar post on the radio-TV production group. The committees are two of 14 national standing committees of the 4-A's, all of which were said to have now been selected.

Chairmanships of three 4-A special committees also were announced:

James M. Cecil, of Cecil & Presbrey, New York, chairman of special committee on advertiser relations; John P. Cunningham of Cunningham & Walsh, New York, special committee on agency personnel, and Loren Stone of Compton Adv., New York, 4-A's art consultant. Mr. Cunningham also is chairman of the 4-A's board of directors.

Chairman and vice chairmen of the standing committees, in addition to radio-TV broadcasting and radio-TV production, were listed as follows:

4-A Examinations for Advertising—Chairman, S. H. Giellerup of Marschalk & Pratt Co., New York; Vice Chairman, C. L. Greenwood of Knox Reeves Adv. Inc., Minneapolis.

Agency Administration — Chairman, Walther Buchen of The Buchen Co., Chicago; Vice Chairman, D. C. Stewart of Kenyon & Eckhardt, New York.

Business Papers — Chairman, H. E. Cassidy of The McCarty Co., Los Angeles; Vice Chairman, James J. McMahon of James J. McMahon Inc., New York.

Export Advertising—Chairman, Lorimer B. Slocum of Young & Rubicam, New York; Vice Chairman, H. I. Orwig of The Buchen Co., Chicago.

Government, Public and Educator Relations — Chairman, William Reydel of Cunningham & Walsh, New York; Vice Chairman, Enno D. Winius of Winius-Brandon Co., St. Louis.

Improvement of Advertising Content —Chairman, George Reeves of J. Walter Thompson Co., Chicago; Vice Chairman, Ken R. Dyke of Young & Rubicam Inc., New York.

Magazines and Farm Papers—Chairman, Guy Richards of Compton Adv., New York; Vice Chairman, E. Ross Gamble of Leo Burnett Co., Chicago.

Mechanical Production — Chairman, George Dearnley of McCann-Erickson, New York; Vice Chairman, E. Thomas McBreen of J. Walter Thompson Co., Chicago.

Media Relations — Chairman, H. H. Dobberteen of Benton & Bowles, New York; Vice Chairman, Leonard Gessner of Fitzgerald Adv. Agency, New Orleans.

Newspapers—Chairman, H. H. Kynett of The Aitkin-Kynett Co., Philadelphia; Vice Chairman, Daniel M. Gordon of Ruthrauff & Ryan, New York.

Outdoor and Transportation Advertising—Chairman, J. J. Hartigan of Campbell-Ewald Co., Detroit; Vice Chairman, W. F. MacDonald of Kudner Agency, New York.

Research—Chairman, D. E. Robinson of Price, Robinson & Frank, Chicago; Vice Chairman, F. B. Manchee of BBDO, New York.

Mr. Craig

Mr. Silvernail

Mr. Roberts

Mr. Oliver

The 4-A board's operations committee, to oversee four main fields of organizational activity, will include:

E. E. Sylvestre of Knox Reeves Adv., Minneapolis, will be in charge of personnel activities; Earle Ludgin of Earle Ludgin & Co., Chicago, will oversee research; Henry M. Stevens of J. Walter Thompson Co., New York, who is 4-A's vice chairman, will be in charge of ethics, and Henry G. Little of Campbell-Ewald Co., Detroit, will oversee relations. In addition, William Reydel of Cunningham & Walsh, New York, will head the Committee on Qualifications for Membership, while William R. Baker Jr. of Benton & Bowles, New York, heads the Press Relations Committee.

CANADA MUSIC FEES

Protracted Hassle Looms

COPYRIGHT music fees for 1952 by Canadian broadcasters will not be paid for a long time, judging by the court actions planned by the Canadian Assn. of Broadcasters (CAB) and Composers, Authors, Publishers Assn. of Canada (CAPAC). First test case on the validity of the ruling of Canadian Copyright Appeal Board — that CAPAC may base its fees on gross revenue of stations and inspect station revenue books—will be held at Ottawa in September before the Exchequer Court. Whichever side loses, the case will appeal the decision to the Supreme Court of Canada, it has been decided by mutual agreement.

Canadian broadcasters meanwhile are paying at previous rates, based on a set sum per licensed receivers. CAB is now gathering data for test case.

RADIO INSTITUTE

WBT Offers Scholarships

CHARLES H. CRUTCHFIELD, executive vice president and general manager, Jefferson Standard Broadcasting Co., licensee of WBT-AM-FM and WBTV (TV) Charlotte, announced last week that the company again this year will make scholarship awards to the North Carolina High School Radio Institute at Chapel Hill.

Three scholarships are offered to high school pupils or recent high school graduates in North Carolina or South Carolina. Scholarships provide for all required fees.

The institute is in session from July 20 through Aug. 4. It is conducted under sponsorship of the North Carolina Assn. of Broadcasters and the U. of North Carolina's Communications Center. Deadline for scholarship applications is June 30 (today).

YESTERDAY'S (June 29) broadcast of *The People Act* concluded the program's 26-week run on CBS Radio (Sunday, 10:05-10:30 p.m. EDT) but recordings of the documentary series will be made available to stations for local use on request to the People Act Center at State College, Pa.

Midwest Network Station
$100,000.00

A well established and very profitable network property. Located in a desirable midwest market with retail sales in excess of $45,000,000,000. This is a combined operation and the equipment and installation is excellent. Financing arranged.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Washington Bldg. Sterling 4341-2	Ray V. Hamilton Tribune Tower Delaware 7-2755-6	Lester M. Smith 235 Montgomery St. Exbrook 2-5672

Employment Agency Employment Agency

STATIONS

Although we are slow in meeting the heavy demand for combination men it is more and more possible for us to meet your needs in such fields as:—*Management, Sales, Production, Announcing,* and Straight *Engineering.*

COMBINATION ANNOUNCER-ENGINEERS:

Seeking to relocate? Write to us for Application Forms. Many choice openings in your field. Our fee—*ONLY* one week's salary. *NO OTHER CHARGES.*

Broadcast Management Services Co.
AGENCY

17 East 48th Street, New York 17, New York
PL 5-1127 E. C. Lobdell, Licensee

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH JUNE 26

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,353	2,332	88	328	211
FM Stations	635	582	70	11	8
TV Stations	108	97	11	586	7

(Also see Actions of the FCC, page 78)

PROPOSED RULE MAKING

Palm Springs, Calif. — Dr. Forbes Farms Inc. FCC adopted Notice of Proposed Rule Making looking towards amending table of TV channel assignments to add UHF Ch. 14 to Palm Springs, Calif., pursuant to petition filed by Dr. Forbes Farms Inc.

TV GRANT

WXEL (TV) Cleveland—Empire Coil Co. Granted change in frequency to Ch. 8 (180-186 mc) *from* Ch. 9 (186-192 mc), increase ERP to 316 kw visual *from* 7.5 kw visual and to 160 kw aural *from* 3.8 kw aural, and move main studio to Cleveland *from* Parma, Ohio (transmitter site). No change in antenna height or transmitter location involved. After change WXEL (TV) Grade A service will be extended to about 45 mi. and Grade B service to about 63 mi. This is first grant for frequency change required of 30 existing TV stations under provisions of FCC Sixth Report and Order [B•T, April 14]. (Comr. Frieda Hennock dissented.)

AM GRANTS

Albany, Ga.—The Southeastern Bcstg. System. Granted 1050 kc, 250 w daytime; engineering condition. Estimated construction cost $24,467. Applicant owns WMJM Cordele, Ga., and 90% of WTJH East Point, Ga.

Oneonta, Ala.—Pat M. Courington. Granted 1570 kc, 250 w daytime; engineering condition. Estimated construction cost $17,600. Applicant owns WCRI Scottsboro, Ala., and 51% of WAVU-AM-FM Albertville, Ala.

TRANSFER GRANTS

KPHO-AM-TV Phoenix, Ariz. — Granted transfer of control of Phoenix Bcstg. Inc., licensee of KPHO, and Phoenix Television Inc., licensee of KPHO-TV, to Meredith Engineering Co. and Meredith Syracuse Television Corp. for $1,500,000. Meredith is licensee of WOW-AM-TV Omaha and WHEN (TV) Syracuse, N. Y.

KVEC San Luis Obispo, Calif.—Granted assignment of license from Christina M. Jacobson to herself and Leslie H. Hacker. Mr. Hacker will have ⅓ interest for which he pays $25,000 and Mrs. Jacobson will have ⅔ interest. Mr. Hacker has been general manager of KVEC since 1937 and is former licensee of KPRL Paso Robles, Calif.

WWXL Peoria, Ill.—Granted assignment of license to William H. Young, trustee in bankruptcy, under terms of court order. No monetary consideration.

KGW-AM-FM Portland, Ore.—Granted transfer of control from Donald E. Newhouse to Samuel I. Newhouse Jr. through transfer of 233⅓ shares of stock (out of 700 shares) for $116,-666.67. Samuel I. Newhouse Jr. now already holds 233⅓ shares and after transfer will hold 466⅔ shares.

KAND Corsicana, Tex. — Granted transfer of control to J. C. West for $16,985 from Wesley W. West and Phil M. Stevenson. J. C. West is president of KAND.

KEPO El Paso, Tex.—Granted assignment to KEPO Inc. for $207,500. Principals in KEPO Inc. include equal stockholders Miller G. Robertson, president, who has no other business interests; Vice Presidents W. A. Porter Jr. and Ralph I. Richardson, and Secretary-Treasurer W. B. Pratt, who are associated with coal mining and construction interests in Minneapolis.

Non Docket Actions . . .

New Applications . . .

AM APPLICATIONS

Fresno, Calif. — The McMahan Co., 1340 kc, 250 w fulltime. Estimated construction cost $27,670, first year operating cost $50,000, revenue $65,000. Principals: President Robert O. McMahan, president McMahan Furniture Co.; Secretary-Treasurer George T. McMahan, secretary-treasurer of McMahan Furniture Co., and Director Robert C. Holding, general manager of McMahan Furniture Co.

Fairfield, Iowa—The Fairfield Bcstg. and Television Corp., 1580 kc, 250 w daytime. Estimated construction cost $9,901.67, first year operating cost $45,-000, revenue $60,000. Principals: President Carl D. Boyer, owner-manager of Carl D. Boyer Insurance Agency, and Vice-President - Secretary - Treasurer James D . Mortwedt, commercial manager of WCOW St. Paul, Minn.

TRANSFER REQUESTS

KNBY Newport, Ark.—Acquisition of control by Harold L. Sudbury and Gladys Benson Sudbury, who now have 50% interest, from Charles William Craft and Mary M. Craft for $25,000 for the Crafts' 50% interest.

KRAI Craig, Col.—Transfer of control from Northwestern Colorado Bcstg. Co. to George O. Cory through sale of 1,000 shares of stock for $750. Mr. Cory is general manager of KRAI.

KGLN Glenwood Springs, Col.—Assignment of license from Western Slope Bcstg. Co. by R. G. Howell, executor of estate of Charles Howell, deceased, to R. G. Howell as individual. Mr. Howell formerly owned 50% interest with his father; he was appointed executor of father's estate and is now applying for assignment under terms of father's will. Mr. Howell is general manager of KGLN and KFXJ Grand Junction, Col.

KSMN Mason City, Iowa—Transfer of control from Mohawk Bcstg. Co. to Robert M. Carson through sale of 45 shares of stock for $11,250. Mr. Carson is president and general manager of KSMN.

WLEW Bad Axe, Mich., and WHLS Port Huron, Mich.—Assignment of licenses from Harmon LeRoy Stevens and Herman LeRoy Stevens, equal partners d/b as Port Huron Bcstg. Co., to the Messrs. Stevens and new partner John F. Wismer, who is joining as equal partner, reducing the Messrs. Stevens' interest to ½ each. Mr. Wismer pays $40,000 for his interest. Mr. Wismer is general manager of WHLS and WLEW.

WWNC Asheville, N. C.—Transfer of control from Don S. Elias to J. G. Adams and R. Stanford Webb through transfer of 62½% interest for $15,762.88 as result of settlement under consent decree from court.

WJAS Pittsburgh, Pa.—Transfer of control from Pittsburgh Radio Supply House Inc. to Sara A. Brennen, director of Radio Adv. Co. of Pittsburgh (45%); Treasurer Margaret M. Brennen, treasurer of Radio Adv. Co. (15%); Mary Thelma Bregenser (15%); President H. Kenneth Brennen, president Radio Advertising Co. of Pittsburgh (15%), and Mary J. Klein (10%), under terms of will of H. J. Brennen.

FCC Actions

(Continued from page 79)

height above average terrain from 375 to 325 ft.; overall height above ground from 418 to 347 ft.; trans. output from 10 to 8.19 kw.

TENDERED FOR FILING

AM—1010 kc

KLAS Las Vegas, Nev.—CP to change from 1230 kc 250 w to 1010 kc 1 kw-N 5 kw-D; install new trans. and DA-N.

AM—1580 kc

WPAC Patchogue, N. Y.—CP to increase power from 250 w to 1 kw and install new trans.

June 26 Decisions . . .

BY COMMISSION EN BANC

Change Operating Hours

WCAT Rapid City, S. D.—Granted mod. license to reduce hours from 11:00 a.m. to 1:00 p.m. daily to 12:30 p.m. to 1:00 p.m. daily.

AM—1600 kc

WNOW York, Pa.—Designated for hearing application change facilities from 1250 kc 1 kw-D to 1600 kc 1 kw unl. DA-N; made WWRL New York a party to the proceeding.

Change Studio Location

KWEM West Memphis, Ark.—Designated for hearing application to change main studio location from West Memphis, Ark., to Memphis, Tenn.

Install Vertical Radiator

WLAY Muscle Shoals, Ala.—Granted application to install new vertical radiator at different location.

To Remain Silent

KPRS Olathe, Kan.—Granted authority to remain silent for additional 60 days from June 9, pending consummation of assignment of license.

SSA Application Dismissed

KCBQ San Diego, Calif.—By order, dismissed application for SSA to operate station non-directional D.

Extension of SSA

KWBU Corpus Christi, Tex.—On own motion, Commission extended SSA to continue present operation on 1030 kc 50 kw-D from June 15 to Sept. 1, 1952.

Renewal of License

WILL Urbana, Ill.—Granted renewal of license on regular basis.

WVLK Versailles, Ky.—Granted renewal of license on regular basis.

WRLD-FM Lanett, Ala.—Granted renewal of license on regular basis.

Change Antenna Height

WFOB-FM Fostoria, Ohio—Granted CP to change ant. height from 95 to 215 ft.

Change ERP

WROV-FM Roanoke, Va.—Granted CP to change ERP from 285 w to 2.3 kw, and ant. from minus 5 ft. to minus 20 ft.

June 26 Applications . . .

ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license:

WOWO Fort Wayne, Ind.; WBOW Terre Haute, Ind.; WKYB Paducah, Ky.; WHIZ Zanesville, Ohio; KNOB (FM) Long Beach, Calif.

License Renewal Returned

WSIP Paintsville, Ky.—RETURNED application for renewal of license.

Change ERP

KSL-TV Salt Lake City — CP to change trans. location, type of ant. trans. and other equipment and ERP from 18.4 kw vis. 9.2 kw aur. to 2.5 kw vis. 1.25 kw aur. AMENDED to change requested ERP from 18 kw vis. 9 kw aur.

Hyde Defends TV plan

(Continued from page 51)

the largest possible number of people at the earliest practicable date."

Comr. Hyde contended the rules requiring applicants to state their cases upon a given channel "as contemplated by the act will contribute to efficiency in the examination of application." He said it is impossible to predict whether there will be a substantial number of non-hearing cases. On the other hand he felt there would be "few if any non-hearing cases in the absence of an allocation plan."

He predicted the assignment plan and rules "should likewise conduce to efficient handling of hearing cases and to just determinations." It is still "an enormous job," he explained, pointing to the small staff available and the problem of obtaining funds from Congress.

Mr. Davis cited past FCC AM decisions leading to this conclusion: "While the Commission may and does adopt standards which are to be strictly applied, the practical effect of reasonable Commissioners giving detailed consideration to a reasonable case by an applicant will result where appropriate need is shown, in a grant."

Applying this thought to the rigid TV allocation formula, he suggested "the Commission will in all probability not insist upon provision for 100,000 w (Ch. 2-6), 316,-000 w (Ch. 7-13) and 1,000,000 w (UHF) effective radiated power nor will they insist upon strict adherence to the specified mileage separations."

Mr. Davis suggested there are signs that station separation might be reduced as additional engineering information becomes available. He added, however, that substantial changes in the VHF allocation should not be expected due to the expense of engineering antenna changes, ranging from $25,000 to $50,000 each.

In a number of cases AM installations can serve as the operating point for both TV transmitter and TV studio, he said, hoping the FCC will not return applications not showing location of the main studio. Combined sites are not confronted with insoluble technical difficulties, he said, even in case of directive AM antennas. He advocated use of small ground systems for TV towers for lightning protection and doubted if serious attention need be paid to fears that high-gain TV antennas would produce nulls.

Pratt Leaves Y & R

CURTIS G. PRATT, vice president and contact supervisor, Young & Rubicam, since 1932, effective June 30 will resign from the agency on doctor's orders, it was announced last week. He will take the summer off but has opened offices at 52 Vanderbilt Ave. and starting this fall will act as a business consultant.

RTMA Election

(Continued from page 31)

of General Electric, as director of engineering. James D. Secrest continues as secretary and general manager. John W. Van Allen is retained as general counsel.

Nine new directors and eight former directors, as well as division chairmen, were chosen at the annual division meetings. New ones include B. W. Cooper, Delco Radio Div., General Motors Corp., Kokomo, Ind.; D. S. W. Kelly, Allan-Bradley Co., Milwaukee; Harry A. Ehle, International Resistance Co., Philadelphia; W. S. Parsons, Central Div., Globe-Union Inc., Milwaukee; Matt Little, Quam-Nichols Co., Chicago; Sam Morris, Amperex Electronic Corp., Brooklyn; F. W. Godsey Jr., Westinghouse Electric Corp., Baltimore; E. K. Foster, Bendix Radio Div., Bendix Aviation Corp., Baltimore, and Sidney Harman, David Bogen Co., New York.

Two new chairmen were elected among the five RTMA divisions. They are Matt Little, parts, and C. W. Miller, Westinghouse Electric, Baltimore, technical products.

John W. Craig, Crosley Div., Avco Mfg., Cincinnati, was re-elected chairman of the set division. Others re-elected were R. E. Carlson, Tung-Sol Electric Inc., Newark, tube, and A. K. Ward, RCA Victor Div., Camden, amplifier and sound equipment.

Elected as vice president representing the Parts Div. was R. G. Zender, Lenz Mfg. Co., Chicago, former parts chairman. Others re-elected vice presidents and their divisions are John W. Craig, set, R. E. Carlson, tube; H. J. Hoffman, Machlett Labs., Springdale, Conn., technical products, and Arrie Liberman, Talk-A-Phone Co., Chicago, amplifier and sound equipment.

Four former directors of the parts section were elected Honorary Directors: A. Blumenkrantz, General Instrument Corp., Elizabeth, N. J.; George R. Haase, Du-Kane Corp., St. Charles, Ill.; J. Hall, Stackpole Carbon Co., St. Marys, Pa., R. L. Triplett, triplett Electrical Instrument Co., Bluffton, Ohio.

DWIGHT COOKE (l), of CBS Radio, interviews Harry A. Bullis, General Mills board chairman, on changing world business conditions in the series, *You and the World.*

Set Sales Outlook

(Continued from page 31)

normal seasonal slump cut production.

Total radio and TV inventories were about 2,170,000 units at the end of fiscal 1950, but slightly under 1,500,000 at the end of May 1952, according to Frank W. Mansfield, Sylvania Electric Products Inc., chairman of the RTMA Industry Statistics Committee.

"Factory inventories have shown the greatest adjustment both in number of units and in per cent," Mr. Mansfield reported. "At the end of May, 410,000 sets in the hands of manufacturers represented a 391,000 unit decline from the 801,000 units at the end of last July. This represents a 48% decline. Distributor inventories declined during the same period by 119,000 units or 22% less and retailers had 186,000 fewer units or about 22% less.

"This adjustment has been accomplished in part by lower production. In fiscal 1950, more than 23 million radio and telvision sets were produced. The total for fiscal 1951 will be only slightly over 12.5 million. It should be noted, however, that this lower production has been characterized by less fluctuation than industry has enjoyed in the recent past."

Production of radio-TV and electronic components was maintained "at a remarkably high level" during the past year despite material shortages and a lower output of receivers, according to R. G. Zender, Lenz Electric Mfg. Co., chairman of the RTMA Parts Division.

"Conservation techniques developed by the industry since outbreak of the Korean War were largely responsible for the ability of parts manufacturers to continue to meet both military and industrial requirements in practically all categories," Mr. Zender reported.

The Parts Division increased membership from 228 to 240 in the year, Mr. Zender reported, with 47 also members of other RTMA divisions.

Shipments of radio and TV sets and parts to foreign countries in 1951 exceeded $70 million, according to V. S. Mameyeff, Raytheon Mfg. Co., reporting as chairman of the Export Committee. Receivers accounted for $29 million of the total, or slightly more than half the value of last year's export of receivers.

The committee report reviewed work toward adoption of U. S. TV transmission standards by foreign countries.

We Can Do the Job

(Continued from page 29)

a U. of Michigan scientist drew a heated complaint from a viewer that the lecturer had not mentioned the diety in his discourse on the birth of the earth, nor had he given any credence to the biblical story of the creation—that God created the Earth in six days.

Last week's hearing saw Methodist Bishop Wilbur E. Hammaker complete his temperance statement begun earlier this month.

Prepared to testify, but unable to because of the committee's inability to prolong the sessions, were Ralph Hardy, NARTB government relations director; Thad H. Brown, NARTB TV director; Charles R. Denny Jr., NBC executive vice president; Gordon Brown, WSAY Rochester; Melvin Gold, National Television Film Council, and Herbert Monte Levy, American Civil Liberties Union.

The ACLU witness planned to oppose any censorship of radio-TV programs on the ground that it was unconstitutional and that existing laws are adequate to deal with any problems that may arise. He also was planning to oppose the NARTB TV Code as an "improper delegation of a licensee's responsibility," and also as a combination in restraint of trade." Both these allegations were made by ACLU to the FCC early this month [B•T, June 9].

Grange Names Battles

ROY BATTLES, farm director of WLW Cincinnati, is being appointed by the National Grange as Assistant to the Master, according to an announcement Thursday from Grange headquarters.

KPHO AM-TV SALE

Approved by FCC

THE FCC Wednesday approved the $1.5 million cash sale of KPHO-AM-TV Phoenix, Ariz., to Meredith Pub. Co., publisher of *Bettter Homes & Gardens* and *Successful Farming* [B•T, May 5]. The sale was made by Phoenix Broadcasting Inc., licensee of KPHO-AM, and Phoenix Television Inc., licensee of KPHO-TV.

In other actions, the Commission authorized sale of KEPO El Paso, Tex., from Rowley-Brown Broadcasting Co. to KEPO Inc. for $207,500, and approved the purchase of one-third interest in Pioneer Broadcasters Inc., licensee of KGW-AM-FM Portland, Ore., by Samuel I. Newhouse Jr. for $116,666.67 from Donald E. Newhouse, giving the latter 66⅔% interest [FCC ROUNDUP, June 23].

Principals in KEPO Inc. include President Miller G. Robertson, who has no other business interests; Vice Presidents W. A. Porter Jr. and Ralph I. Richardson, and Secretary-Treasurer W. B. Pratt, who are associated with Dakota Collieries Co. (coal mining) and Consolidated Construction Co., both firms in Minneapolis. The four have equal interest in KEPO Inc.

The KPHO transaction gives the Des Moines publishing firm two AM and three TV outlets, the others including WOW-AM-TV Omaha, acquired in 1951 [B•T, Oct. 1, Aug. 13, 1951], and WHEN (TV) Syracuse. Meredith also is applicant for TV outlets in Albany and Rochester, N. Y.

The Meredith purchase called for John B. Mullins, a former stockholder, to remain as managing director of KPHO-AM-TV and for the following former stockholders to remain as consultants: John B. Mills, board chairman of the two former licensee firms; Dr. J. N. Harber, secretary-treasurer of both; author Erskine Caldwell, vice president, and Riney B. Salmon, vice president.

BLAIR, HOOPER

Tiff Now in ARF's Lap

ADVERTISING Research Foundation will hand down a decision on the argument between John Blair & Co. and C. E. Hooper Inc. on the validity of the question used by Hooper interviewers — "Was anyone in your home listening to the radio or watching television just now?"

The Blair charge and Hooper denial that this double-barreled question short-changes radio [B•T, May 19] has been submitted to ARF by the Hooper organization, according to the June issue of *Hooperatings Stationews*.

Newsletter also quotes ARF as replying that "the study we have in mind will be considerably broader than just the points outlined in your letter" but these are important points to be studied.

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BMI

TV Applications Filed

(Continued from page 69)

ion: 12 mi. NW of Harrisonburg, Va. Transmitter location: 12 mi. W of Harrisonburg. Geographic coordinates: 38° 33′ 54″ N. Lat., 79° 1′ 59″ W. Long. Transmitter RCA, antenna RCA. Legal counsel William A. Porter, Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Frederick L. Allman** (99.35%), Vice President **Mary P. Allman** (0.65%) and Secretary-Treasurer **Harold A. Wright.**

†**NEWPORT NEWS, Va.—Hampton Roads Bcstg. Corp. (WGH-AM-FM),** VHF Ch. 10 (192-198 mc); ERP 230 kw visual, 115 kw aural; antenna height above average terrain 376 ft., above ground 412 ft. Estimated construction cost $355,310, first year operating cost $406,000, revenue $430,000. Post Office address 2400 West Ave., Newport News, Va. Studio and transmitter location boat harbor, southern end of Jefferson Ave. Geographic coordinates 36° 57′ 47″ N. Lat., 76° 24′ 43″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Raymond B. Bottom,** Vice President **Edward E. Bishop** (25.36%) and Secretary-Treasurer **William R. Van Buren Sr.** The Daily Press Inc. owns 74.64% of stock.

†**RICHMOND, Va.—Larus & Bros. Co. Inc. (WRVA, WRVB-FM,WRVC-FM),** VHF Ch. 12 (204-210 mc); ERP 50 kw visual, 25 kw aural; antenna height above average terrain 799 ft., above ground 790 ft. Estimated construction cost $674,500, first year operating cost $600,000, revenue $699,566. Post Office address: 22d & Cary Streets, Richmond, Va. Studio location: 900 Broad Street, Richmond, Va. Transmitter location: U. S. Route 360, 1.2 miles West of Richmond. Geographic coordinates: 37° 30′ 25″ N. Lat., 77° 30′ 05″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Paul Godley Co., Upper Montclair, N. J. Principals include President **William T. Reed** and Vice President **Lewis G. Larus.**

†**RICHMOND, Va.—Richmond Newspapers Inc. (WRNL),** VHF Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 816 ft., above ground 824 ft. Estimated construction cost $721,848, first year operating cost $575,000, revenue $985,000. Post Office address: 111 N. Fourth St., Richmond, Va. Studio location: 111 N. Fourth St., Richmond. Transmitter location: Opposite intersection Kirkwood St. and Kenwood Ave., Brookland Dist. Geographic coordinates: 37° 36′ 52″ N. Lat., 77° 30′ 35″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President-Treasurer **David Tennant** (2.8%), Vice President-Asst. Treasurer **J. D. Wise** (1.3%), Asst. Secretary-Treasurer **J. L. Scott** (0.1%), Secretary **R. Keith Kane** (0.2%), **Frederick Lewis** (14%), **J. L. Slover** (16.6%); R. Keith Kane, David Tennant Bryan and Stewart Bryan Jr. trustees under will of John Stewart Bryan, deceased (30.8%).

VANCOUVER, Wash. — Vancouver Radio Corp., UHF Ch. 21 (512-518 mc); ERP 107 kw visual, 62 kw aural; antenna height above average terrain 1,014 ft., above ground 254 ft. Estimated construction cost $220,387, first year operating cost $560,000, revenue $600,000. Post Office address: 707½ Main St., Vancouver, Wash. Studio location: Vancouver, Wash. Transmitter location: Portland, Ore. Geographic coordinates: 45° 29′ 21″ N. Lat., 122° 41′ 41″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel John P. Hearne, San Francisco. Consulting engineer A. D. Ring & Co., Washington. Principals include President **Sheldon F. Sackett** (75%), Vice President **D. Elwood Caples** (20%), Secretary **Fred F. Chitty** (5%).

†**BECKLEY, W. Va.—Joe L. Smith Jr. Inc. (WJLS)** VHF Ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,209 ft., above ground 317 ft. Estimated construction cost $339,385, first year operating cost $160,218, revenue $187,598. Post Office address: WJLS Bldg., Main & Kanawha Sts., Beckley. Studio location Main & Kanawha Sts., Beckley. Transmitter location Huff Knob, Shady Spring Twp., W. Va. Geographic coordinates 37° 35′ 23″ N. Lat., 81° 06′ 51″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President-Treasurer **Joe L. Smith Jr.** (100%), Secretary **Virginia N. Cooper.**

La CROSSE, Wis.—La Crosse Brdcstg. Co. (WKTY), VHF Ch. 8 (180-186 mc); ERP 98 kw visual, 49 kw aural; antenna height above average terrain 897 ft., above ground 550 ft. Estimated construction cost $274,500, first year operating cost $135,000, revenue $125,000. Post Office address: 110 N. Fourth St., La Crosse, Wis. Studio location: 110 N. Fourth St. Transmitter location: 2.5 mi., Bearing N. 97° E. from Hokah, Minn. Geographic coordinates: 43° 45′ 27″ N. Lat., 91° 17′ 27″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Principals include President **Lee P. Loomis,** Secretary-Treasurer **W. T. Burgess,** Vice President and General Manager **Verl Bratton.** La Crosse Tribune Co. is sole stockholder (100%).

†**NEENAH, Wis.—Neenah-Menasha Bcstg. Co. (WNAM-AM-FM),** UHF Ch. 42 (638-644 mc); ERP 15.53 kw visual, 7.76 kw aural; antenna height above average terrain 288 ft., above ground 287 ft. Estimated construction cost $129,950, first year operating cost $75,000, revenue $70,000. Post Office address: 101 East Wisconsin Avenue, Neenah, Wis. Studio and transmitter location: 0.7 mi. South of Neenah city limits. Geographic coordinates: 44° 09′ 36″ N. Lat., 88° 27′ 57″ W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna and Wilkinson, Washington. Consulting engineer Walter F. Kean, Riverside, Ill. Principals include President **Samuel N. Pickard** (80%), Secretary-Treasurer **Reinhold D. Molzow** (4%), Vice President **Don C. Wirth** (.54%), **Dorothea W. Pickard** (15.4%).

†**WAUSAU, Wis. — WSAU Inc. (WSAU),** VHF Ch. 7 (174-180 mc); ERP 210 kw visual, 105 kw aural; antenna height above average terrain 436 ft., above ground 463 ft. Estimated construction cost $298,927, first year operating cost $240,000, revenue $230,000. Post Office address: P. O. Box 29, Wausau, Wis. Studio and transmitter location: 1.8 mi. N. E. of center of Wausau. Geographic coordinates: 44° 58′ 58″ N. Lat., 89° 36′ 06″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **John R. Tomek** (51.14%) and Vice President **Charles Lemke** (48.86%).

Existing Stations

Change in Channel

(The following station requests change in frequency as required under provisions of FCC Sixth Report & Order [B•T, April 14].)

WBKB (TV) CHICAGO — Balaban & Katz Corp., VHF Ch. 2 (54-60 mc), ERP 100 kw visual, 50 kw aural; antenna height above average terrain 657 ft., above ground 700 ft. Estimated cost of change $129,736. Transmitter RCA, antenna RCA. Change *from* Ch. 4 (66-72 mc), ERP 25.2 kw visual, 12.6 kw aural.

Support to Educators

(Continued from page 51)

a large-scale drive to help educational television become an immediate reality on a wide scale throughout the nation. He said the offer is the first step in a three-phase program. It is designed first to encourage educators contemplating TV to make a final decision. The grants will be given to stations for purchase of capital equipment which will faciliate high-quality operation or may be used in any other way that will help provide good program service.

Second phase of the plan, Mr. Abrams reported, is the establishment of a Television Educational Council whose members will be educators, scientists and public-spirited citizens. The council will give guidance to the educational telecasters in establishing "universities of the air" and "a classroom in the home."

Final part of the plan, which Mr. Abrams said had yet to be worked out in detailed form, envisages the establishment of a fund for the purpose of promoting educational television and fostering its development. He said:

It is my hope that industrialists in this and other industries will join in a cooperative organization designed to back the educators responsible for establishing this new cultural medium. Emerson Corp. will welcome the opportunity of contributing its share to an industry fund, which should set its goal at $5 million.

When the FCC last April 14 set aside air space for 242 educational TV stations, TV manufacturers were "given a once-in-a-lifetime opportunity to influence the whole tenor of the TV industry, not only for today's public but for future generations," Mr. Abrams stated.

"The possibilities of these educational stations stagger the imagination," he said. "For the first time, our whole intellectual heritage can be brought directly and vividly into every classroom and almost every living room in the nation."

Commenting that "receiver manufacturers perhaps more than any other group have a responsibility to see that television serves the people well," Mr. Abrams pointed out that "it is also a matter of self-interest."

Educational television, he noted, will open up a vast new market for the sale of sets to schools, will encourage the purchase of sets by individuals who have not been attracted by today's TV programing, and, especially, will open up sales in communities where educational stations can get on the air while commercial applicants are still tied up in hearings. Educational stations also are possibilities today, he said, in communities too small to support local commercial stations.

WSAZ Appoints Katz

WSAZ Huntington, W. Va., has appointed The Katz Agency, N. Y., as its national sales representative, effective July 1.

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at deadline

65 TV APPLICATIONS FILED WITH FCC

TOTAL of 65 TV bids filed at FCC Friday, two for changes in existing stations as required by Sixth Report (see early story page 52). New applications:

† **WSGN Birmingham, Ala.**, Ch. 42, ERP 1,000 kw visual, antenna height above average terrain 926 ft., construction cost $496,500.

† **WCOV Montgomery, Ala.**, Ch. 20, ERP 87.7 kw, antenna 525 ft., estimated construction cost $275,000, first year operating cost $300,000, revenue $360,000.

† **KTAR Phoenix, Ariz.**, Ch. 3, ERP 100 kw, antenna 1,586 ft., construction cost $512,595, operating cost $350,000, revenue $350,000.

KCNA Tucson, Ariz., Ch. 9, ERP 25.4 kw, antenna 68.5 ft., construction cost $255,000, operating cost $160,000, revenue $140,000.

† **KVOA Tucson, Ariz.**, Ch. 4, ERP 10.9 kw, antenna 224 ft., construction cost $249,033, operating cost $180,000, revenue $180,000.

† **Bakersfield, Calif., Lemert Bcstg. Co.**, Ch. 10, ERP 61.7 kw, antenna 548 ft., construction cost $296,629, operating cost $200,000, revenue $180,000. **Jack Benny** is 8.9% owner.

† **KFRE Fresno, Calif.**, Ch. 12, ERP 252 kw, antenna 1,943, construction cost $428,957, operating cost $355,236, revenue $415,000.

† **KCRA Sacramento, Calif.**, Ch. 3, ERP 100 kw, antenna 596 ft., construction cost $517,896, operating cost $576,000, revenue $600,000.

† **KVEC San Luis Obispo, Calif.**, Ch. 6, ERP 19.8 kw, antenna 788 ft., construction cost $131,926, operating cost $50,000, revenue $80,000.

KVOD Denver, Col., Ch. 9, ERP 238 kw, antenna 946 ft., construction cost $394,011, operating cost $444,632, revenue $400,000.

† **WDRC Hartford, Conn.**, Ch. 3, ERP 100 kw, antenna 1,000 ft., construction cost $454,800, operating cost $695,216, revenue $766,350.

† **WTHT Hartford, Conn.**, Ch. 18, ERP 210 kw, antenna 805 ft., construction cost $332,000, operating cost $480,000, revenue $325,000.

WKNB New Britain, Conn., Ch. 30, ERP 178.5 kw, antenna 919 ft., construction cost $323,879, operating cost $199,950, revenue not estimated.

† **WGBS Miami**, Ch. 10, ERP 316 kw, antenna 836 ft., construction cost $1,253,672, operating cost $720,000, revenue $720,000.

WWPG Palm Beach, Fla., Ch. 12, ERP 57.7 kw, antenna 233 ft., construction cost $171,569, operating cost $35,000-$50,000, revenue $35,000-$50,000.

St. Petersburg, Fla., Tampa Bay Area Telecasting Corp., Ch. 8, ERP 316 kw, antenna 520 ft., construction cost $501,305, operating cost $437,500, revenue $600,000. Principals: President **Robert James** (12.7%), real estate and building; Treasurer **R. W. Evans** (12.7%), truck dealer; **John Trevor Adams Jr.** (8.2%), general manager WJZ-TV New York; **Harry W. Bennett Jr.** (8.2%), vice president Sherman & Marquette, N. Y.

† **WROK Rockford, Ill.**, Ch. 13, ERP 316 kw, antenna 314 ft., construction cost $447,000, operating cost $250,000, revenue $300,000.

Urbana, Ill., Illinois Bcstg. Co., Ch. 3, ERP 100 kw, antenna 525 ft., construction cost $338,250, operating cost $261,760, revenue $270,890. Applicant licensee WSOY Decatur.

WGBF Evansville Ind., Ch. 7, ERP 105.3 kw, antenna 543 ft., construction cost $350,000, operating cost $190,000, revenue $190,000.

WANE Ft. Wayne, Ind., Ch. 21, ERP 98.2 kw, antenna 473 ft., construction cost $197,900, operating cost $195,940, revenue $229,950.

WHOT South Bend, Ind., Ch. 46, ERP 91.6 kw, antenna 418 ft., construction cost $206,285, operating cost $192,600, revenue $221,400.

† **KCRG Cedar Rapids, Iowa**, Ch. 9, ERP 35.5 kw, antenna 343 ft., construction cost $200,049, operating cost $190,000, revenue $210,000.

† **KSCJ Sioux City, Iowa**, Ch. 4, ERP 100 kw, antenna 577 ft., construction cost $290,235, operating cost $200,000, revenue $225,000.

KWBW Hutchinson, Kan., Ch. 12, ERP 59 kw, antenna 295 ft., construction cost $176,256, operating cost $120,000, revenue $120,000.

KOAM Pittsburg, Kan., Ch. 7, ERP 105 kw, antenna 540 ft., construction cost $300,323, operating cost $229,020, revenue $237,890.

KAKE Wichita, Kan., Ch. 10, ERP 316 kw, antenna 443 ft., construction cost $571,802, operating cost $402,000, revenue $405,756.

WOMI Owensboro, Ky., Ch. 14, ERP 184 kw, antenna 390 ft., construction cost $279,941, operating cost $245,000, revenue $255,500.

† **KPLC Lake Charles, La.**, Ch. 7, ERP 52.7 kw, antenna 438 ft., construction cost $250,820, operating cost $175,000, revenue $175,000.

KNOE Monroe, La. (resubmitted), Ch. 8, ERP 183 kw, antenna 739 ft., construction cost $331,920, operating cost $214,690, revenue $195,260.

WNOE New Orleans, Ch. 4, ERP 100 kw, antenna 1,005 ft., construction cost $836,000, operating cost $789,080, revenue $784,519.

† **WCHS Portland, Me.**, Ch. 6, ERP 100 kw, antenna 590 ft., construction cost $275,800, operating cost $220,560, revenue $170,000.

WBRK Pittsfield, Mass., Ch. 64, ERP 1.32 kw, antenna 977 ft., construction cost $133,000, operating cost $160,000, revenue $170,000.

† **KROC Rochester, Minn.**, Ch. 10, ERP 107.3 kw, antenna 620.5 ft., construction cost $241,162, operating cost $115,000, revenue $120,000.

WMIN St. Paul, Minn., Ch. 11, ERP 316 kw, antenna 514 ft., construction cost $435,000, operating cost $400,000, revenue $450,000.

† **KXOK St. Louis**, Ch. 4, ERP 100 kw, antenna 547 ft., construction cost $553,803, operating cost $700,000, revenue $950,000.

† **KFOR Lincoln, Neb.**, Ch. 10, ERP 55 kw, antenna 248 ft., construction cost $300,781, operating cost $170,000, revenue $150,000.

†**WROW Albany, N. Y.**, Ch. 41, ERP 200 kw, antenna 1,160 ft., construction cost $365,474, operating cost $229,660, revenue $250,000.

† **Elmira, N. Y., Corning Leader Inc.**, Ch. 18, ERP 58.3 kw, antenna 783 ft., construction cost $235,270, operating cost $144,000, revenue $192,000. Ex-licensee WCLI Corning and WELM Elmira, N. Y., applicant is owned equally by **William A. Underhill** and **Edwin S. Underhill Jr.**, each 50% owner of stations.

† **WVET Rochester, N. Y.**, Ch. 10, ERP 26.2 kw, antenna 450 ft., construction cost $176,000, operating cost $230,000, revenue $315,000.

† **WTRY Troy, N. Y.**, Ch. 23, ERP 261 kw, antenna 927 ft., construction cost $343,642, operating cost $175,000, revenue $110,000.

† **WTIK Durham, N. C.**, Ch. 11, ERP 316 kw, antenna 523 ft., construction cost $436,000, operating cost $240,000, revenue $350,000.

† **WSJS Winston-Salem, N. C.**, Ch. 12, ERP 316 kw, antenna 500 ft., construction cost $544,553, operating cost $400,000, revenue $450,000.

WTOB Winston-Salem, N. C., Ch. 12, ERP 316 kw, antenna 363 ft., construction cost $412,092, operating cost $329,040, revenue $341,120.

† **WAKR Akron, Ohio**, Ch. 49, ERP 145 kw, antenna 319 ft., construction cost $352,755, operating cost $165,300, revenue $175,000.

WSTV Steubenville, Ohio, Ch. 9, ERP 200 kw, antenna 992 ft., construction cost $500,800, operating cost $300,000, revenue $400,000.

KTUL Muskogee, Okla., Ch. 8, ERP 316 kw, antenna 1,000 ft., construction cost $613,265, operating cost $294,400, revenue $347,000.

† **KOMA Oklahoma City**, Ch. 9, ERP 316 kw, antenna 887 ft., construction cost $676,153, operating cost $500,000, revenue $550,000.

Harrisburg, Pa., Kendrick Bcstg. Co., Ch. 27, ERP 20.4 kw, antenna 947 ft., construction cost $246,730, operating cost $250,000, revenue $200,000. **Herbert Kendrick**, 50%, of WHGB Harrisburg and Triangle Publications, Inquirer Div. (WFIL-AM-FM-TV Philadelphia), 50%.

† **WBRE Wilkes-Barre, Pa.**, Ch. 28, ERP 1,000 kw, antenna 1,223 ft., construction cost $438,572, operating cost $340,000, revenue $379,000.

† **WRAK Williamsport, Pa.**, Ch. 36, ERP 20.6 kw, antenna 1,281 ft., construction cost $137,700, operating cost $50,000, revenue $70,000.

WPRO Providence, R. I., Ch. 12, ERP 316 kw, antenna 510 ft., construction cost $1,012,991, operating cost $530,000, revenue $600,000.

WORD Spartanburg, S. C., Ch. 7, ERP 316 kw, antenna 2,000 ft., construction cost $376,671, operating cost $430,470, revenue $494,258.

† **KELO Sioux Falls, S. D.**, Ch. 11, ERP 57.5 kw, antenna 503 ft., construction cost $200,500, operating cost $240,000, revenue $260,000.

† **WMPS Memphis, Tenn.**, Ch. 13, ERP 316 kw, antenna 1,026 ft., construction cost $716,025, operating cost $508,230, revenue $550,000.

† **Galveston, Tex., Mirador Television-Radio Corp.**, Ch. 11, ERP 226 kw, antenna 500 ft., construction cost $616,817, operating cost $411,527, revenue $309,136. Co-owners are **D. W., R. Lee, S. E.** and **H. L. Kempner**, having banking and cotton interests.

† **Fort Worth, Tex., Tarrant County Television Co.**, Ch. 20, ERP 272 kw, antenna 315.7 ft., construction cost $402,500, operating cost $351,000, revenue $360,000. Principals are **K. K. Kellam** (30%), **A. H. Lightfoot** (40%) and **Basil S. Roper** (30%), all associated with Texas Motors, Fort Worth, Ford distributor.

† **KFYO Lubbock, Tex.**, Ch. 5, ERP 100 kw, antenna 750 ft., construction cost $700,000, operating cost $330,000, revenue $350,000.

Lubbock, Tex., Bryant Radio and Television Inc., Ch. 11, ERP 93.1 kw, antenna 751 ft., construction cost $342,100, operating cost $312,000, revenue $350,000. Applicant 52.5% owned by **KCBD** there.

† **KWTX Waco, Tex.**, Ch. 11, ERP 9.9 kw, antenna 590 ft., construction cost $229,475, operating cost $114,600, revenue $125,000.

KVOS Bellingham, Wash., Ch. 12, ERP 20 kw, antenna 550 ft., construction cost $82,500, operating cost $140,000, revenue $150,000.

† **KJR Seattle, Wash.**, Ch. 7, ERP 316 kw, antenna 1,291 ft., construction cost $645,675, operating cost $460,000, revenue $500,000.

† **WWVA Wheeling, W. Va.**, Ch. 9, ERP 282 kw, antenna 1,041 ft., construction cost $1,232,342, operating cost $525,000, revenue $360,000.

Madison, Wis., Television of Wisconsin Inc., Ch. 3, ERP 100 kw, antenna 712 ft., construction cost $480,242, operating cost $240,000, revenue $240,000. Principals: **William E. Walker, Bernhard M. Moutz** and **Frank A. Jones.**

Existing Stations—Change in Channels

WDTV (TV) Pittsburgh, Ch. 2, ERP 100 kw visual, antenna height above average terrain 808 ft., cost of change $166,450 (change *from* Ch. 3, ERP 16.6 kw visual; change required under provisions of FCC Sixth Report & Order).

WTTV (TV) Bloomington, Ind., Ch. 4, ERP 100 kw, antenna 1,000 ft., cost of change about $275,000 (change *from* Ch. 10, ERP 27.2 kw; change required under provisions of FCC Sixth Report & Order).

† Indicates pre-thaw application refiled.

THEATRE TV REPORT

INCOMPLETE tabulation of figures by Theatre Network Television (TNT) indicated Friday theatre telecast of Maxim-Robinson bout filled 90% of total capacity of 38 theatres in 24 cities. TNT said telecast was carried by movie circuits, including those of Paramount Pictures, Loew's, Warner's and RKO.

LUX RATING TOP

Lux Radio Theatre (CBS, Mon., 9-10 p.m. EDT) with 11.1 rating in 4,751,000 homes, was highest once-a-week evening program according to national Nielsen ratings of top network radio programs for week of May 18-24. Top rated programs in other categories included evening, multi-weekly—*One Man's Family* (NBC, 7:45-8 p.m.), 5.2 in 2,226,000 homes; week day, daily—*Romance of Helen Trent* (CBS, 12:30-45 p.m.), 8.4 in 3,595,000 homes; Sunday—*Hollywood Star Playhouse* (NBC, 5-5:30 p.m.), 4.0 in 1,712,000 homes, and Saturday—*Theatre of Today* (CBS, 12-12:30 p.m.), 6.4 in 2,739,000 homes.

PEOPLE...

HARTLEY SAMUELS, formerly responsible for retail sales at WOR New York, will join sales staff of WJZ New York tomorrow (Tuesday) as supervisor of retail sales, William (Bud) Materne announced last Thursday. He replaced Joseph Weisenberg, who will shift to ABC national spot sales department.

EDWARD W. SCUDDER JR., president of WNJR Newark, has been named Essex county chairman for 1952 Sister Elizabeth Kenny Foundation fund-raising campaign.

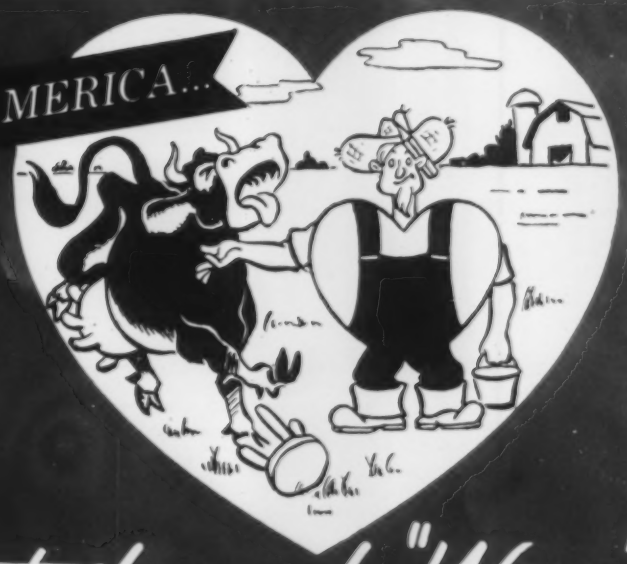
ROBERT H. DOLBEAR has been appointed sales engineer for instrument division, Allen B. DuMont Labs, Clifton, N. J., according to announcement from E. G. Nichols, technical sales manager. Mr. Dolbear was formerly field service engineer for electronics division of Curtiss-Wright Corp.

JANET (JAN) GILBERT, Henry Cabot Agency, Boston, expected to join Sherman & Marquette, N. Y., as media buyer (radio-TV included), effective July 7.

TRANSISTORS BY BULOVA

BULOVA WATCH Co., New York, called television its principal advertising medium in its annual report last week. John H. Ballard, president, announced that Bulova has concluded licensing arrangement with Western Electric Co. for development and production of transistors. Report listed Bulova earnings for year ended March 31, 1952, of $2,646,063 compared with $3,911,195 in fiscal year.

IN THE HEART OF AMERICA...



It's The

KMBC KFRM

Team and It's

Wholehearted and "Wise"

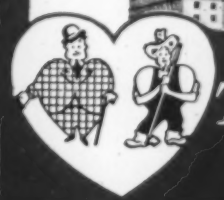
*"Program-Wise"...**

Does the farmer stop milking his cows during the summer? Ridiculous! No more than the KMBC-KFRM Service Farms stop farming during the summer—or no more than Phil Evans, Bob Riley or Jim Leathers stop passing out that vital farm information to the Heart of America farmer who turns on the radio in his barn to catch KMBC-KFRM farm programs while he gets his milking done. Or no more than the Team's News Department stops disseminating the latest news in eleven daily newscasts. Yes indeed, KMBC-KFRM is "program-wise." Summer time—wintertime, the Team is on-the-air with the kind of programming that it knows from thirty years of broadcasting experience the largest share of the audience will return to, and listen for, day after day.

It is this program wisdom which has long since placed The KMBC-KFRM Team in top spot in The Heart of America—and continues to keep The Team in that spot by a comfortable margin.

* This is the first of a series on The KMBC-KFRM know-how which spells dominance in the Heart of America.

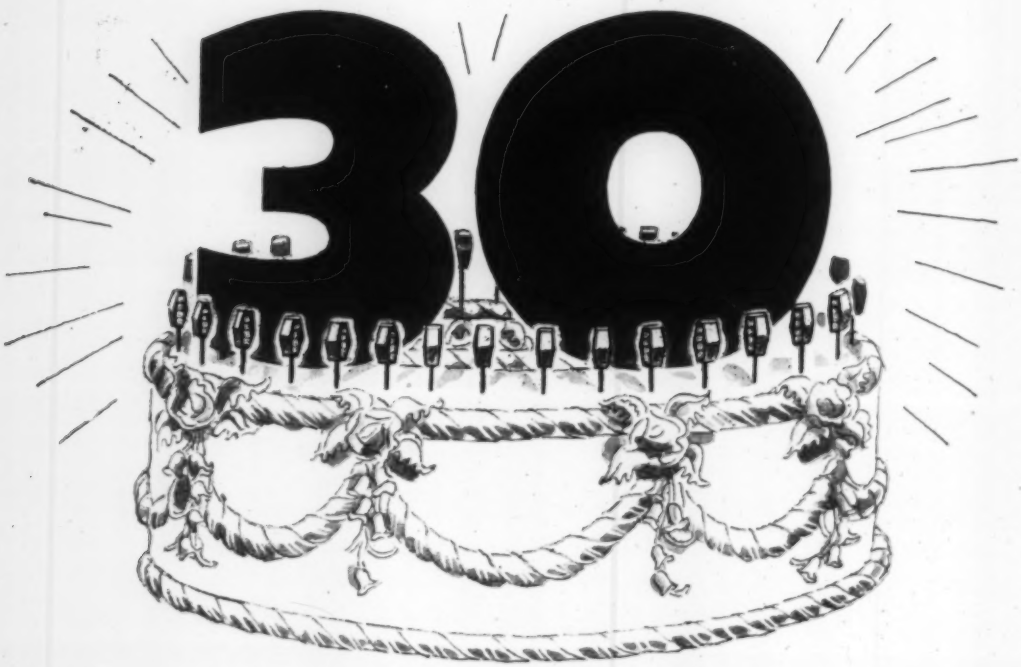
Call KMBC-KFRM or your nearest Free & Peters Colonel for the KMBC-KFRM program story. BE WISE--REALIZE . . . to sell the Whole Heart of America Wholeheartedly it's . . .



The **KMBC-KFRM** *Team*

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY



Happy Birthday to Us!

Maryland's pioneer radio station is proud and happy to be among the early birds who celebrate 30 years in radio in 1952.

They've been good years, too. We've done a lot of trailblazing in our community. We originated the first live speech by a President of the United States, we introduced the mobile unit to Maryland, we originated the first regularly sponsored newscast in the whole country, and many, many more.

We intend to continue intelligent pioneering wherever possible. We believe that radio stations have learned much in the past and have much to learn in the future.

Here's a gentle reminder. If you're out to do a real selling job in the Baltimore market, just cut yourself a slice of

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD. • REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY